

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 22, 1978

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	SUPER BOWL XII GAME(S)	47.2	34,410	1	SUPER BOWL XII GAME(S)	38.7	78,940
2	SUPER BOWL XII-KICKOFF(S)	42.1	30,690	2	SUPER BOWL XII-KICKOFF(S)	34.8	70,920
3	LAVERNE AND SHIRLEY	37.4	27,260	3	SUPER BOWL XII POST(S)	30.1	61,320
4	SUPER BOWL XII POST(S)	37.1	27,050	4	LAVERNE AND SHIRLEY	29.2	59,540
5	HAPPY DAYS	35.8	26,100	5	HAPPY DAYS	28.8	58,760
6	THREE'S COMPANY	29.8	21,720	6	THREE'S COMPANY	22.2	45,380
7	LITTLE HOUSE-PRAIRIE	26.7	19,460	7	AMERICAN MUSIC AWARDS(S)	20.5	41,850
8	60 MINUTES	26.4	19,250	8	LOVE BOAT	19.8	40,350
9	CHARLIE'S ANGELS	26.1	19,030	9	LITTLE HOUSE-PRAIRIE	19.1	39,000
10	AMERICAN MUSIC AWARDS(S)	25.9	18,880	10	EIGHT IS ENOUGH	18.3	37,340
11	LOVE BOAT	25.8	18,810	11	STARSKY AND HUTCH#	18.1	36,980
12	ALL IN THE FAMILY	25.6	18,660	12	CHARLIE'S ANGELS	18.0	36,750
13	ABC MONDAY NIGHT MOVIE#	25.3	18,440	13	WELCOME BACK,KOTTER	18.0	36,730
14	NBC MONDAY NIGHT MOVIES	24.5	17,860	14	60 MINUTES	17.5	35,720
15	ONE DAY AT A TIME	24.2	17,640	15	ALL IN THE FAMILY	17.4	35,470
16	EIGHT IS ENOUGH	23.8	17,350	16	FISH	17.3	35,370
17	QUINCY, M.E.#	23.5	17,130	17	NBC MONDAY NIGHT MOVIES	17.3	35,360
18	ABC FRIDAY NIGHT MOVIE	23.1	16,840	18	LUCAN	16.7	34,070
18	HAWAII FIVE-O#	23.1	16,840	19	ABC FRIDAY NIGHT MOVIE	16.4	33,460
18	WELCOME BACK,KOTTER	23.1	16,840				

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XII GAME(S)	35.8	27,620
2	SUPER BOWL XII POST(S)	30.7	23,680
3	SUPER BOWL XII-KICKOFF(S)	30.1	23,190
4	LAVERNE AND SHIRLEY	29.1	22,460
5	HAPPY DAYS	28.4	21,910
6	THREE'S COMPANY	24.8	19,130
7	AMERICAN MUSIC AWARDS(S)	23.5	18,120
8	LITTLE HOUSE-PRAIRIE	21.7	16,740
9	60 MINUTES	21.5	16,540
10	LOVE BOAT	20.9	16,130
11	ALL IN THE FAMILY	20.7	15,930
12	QUINCY, M.E.#	20.6	15,860
13	CHARLIE'S ANGELS	20.1	15,470
14	ONE DAY AT A TIME	20.0	15,450
15	ABC MONDAY NIGHT MOVIE#	19.8	15,290
16	WALTONS, THE	19.2	14,820
17	FAMILY	19.2	14,780
18	SOAP	19.1	14,750
19	HAWAII FIVE-O#	19.0	14,670

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XII GAME(S)	53.1	36,780
2	SUPER BOWL XII-KICKOFF(S)	49.6	34,360
3	SUPER BOWL XII POST(S)	39.8	27,540
4	LAVERNE AND SHIRLEY	23.0	15,920
5	60 MINUTES	22.9	15,820
6	SUPER BOWL XII PRE(S)	22.6	15,630
7	HAPPY DAYS	21.6	14,980
8	ALL IN THE FAMILY	20.9	14,490
9	NBC MONDAY NIGHT MOVIES	19.7	13,670
10	ABC MONDAY NIGHT MOVIE#	19.3	13,330
11	LOVE BOAT	18.5	12,800
12	HAWAII FIVE-O#	16.9	11,680
13	THREE'S COMPANY	16.8	11,620
14	LITTLE HOUSE-PRAIRIE	16.5	11,390
15	QUINCY, M.E.#	16.4	11,370
16	CBS WEDNESDAY NIGHT MOVIE#	15.9	11,030
17	M*A*S*H	15.9	11,000
18	ABC FRIDAY NIGHT MOVIE	15.8	10,970
19	ABC SUNDAY NIGHT MOVIE	15.8	10,950



# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 22, 1978

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XII GAME(S)	37.1	17,700
2	LAVERNE AND SHIRLEY	32.8	15,650
3	SUPER BOWL XII-KICKOFF(S)	32.6	15,550
4	HAPPY DAYS	32.3	15,430
5	SUPER BOWL XII POST(S)	30.9	14,740
6	THREE'S COMPANY	28.4	13,570
7	AMERICAN MUSIC AWARDS(S)	27.1	12,960
8	LOVE BOAT	23.5	11,230
9	CHARLIE'S ANGELS	22.6	10,790
10	FAMILY	22.1	10,550
11	SOAP	22.1	10,540
12	ABC MONDAY NIGHT MOVIE#	21.7	10,350
13	EIGHT IS ENOUGH	21.3	10,180
14	STARSKY AND HUTCH#	21.2	10,150
15	ONE DAY AT A TIME	20.4	9,740
16	QUINCY, M.E.#	19.5	9,300
17	60 MINUTES	19.4	9,280
18	WELCOME BACK,KOTTER	19.3	9,220
19	ALL IN THE FAMILY	19.2	9,180

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WALTONS, THE	30.6	7,090
2	SUPER BOWL XII GAME(S)	29.9	6,940
3	LITTLE HOUSE-PRAIRIE	29.7	6,890
4	SUPER BOWL XII POST(S)	28.6	6,630
5	PEOPLE'S COMMAND PERFORM.(S)	28.1	6,510
6	ENTERTAINER-YEAR AWARDS(S)	27.4	6,350
7	60 MINUTES	25.5	5,910
8	HANNA BARBERA'S-ICE REVUE(S)	25.3	5,860
9	HAWAII FIVE-O#	24.8	5,760
10	CHICO AND THE MAN#	24.7	5,730
11	MONTE CARLO CIRCUS FEST.(S)	24.1	5,590
12	STATE-UNION ANALYSIS-CBS(S)	23.8	5,510
13	SUPER BOWL XII-KICKOFF(S)	23.7	5,490
14	QUINCY, M.E.#	23.4	5,420
15	ALL IN THE FAMILY	23.2	5,380
16	BARNABY JONES	22.9	5,310
17	JEFFERSONS, THE	21.9	5,070
18	BOB NEWHART SHOW	21.4	4,960
19	LAVERNE AND SHIRLEY	21.2	4,920
20	NBC NIGHTLY NEWS	21.1	4,900
21	HAPPY DAYS	20.7	4,790
22	BIG EVENT	20.3	4,700
23	LIFE-TIMES-GRIZZLY ADAMS	20.2	4,690

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XII GAME(S)	51.3	23,290
2	SUPER BOWL XII-KICKOFF(S)	48.3	21,920
3	SUPER BOWL XII POST(S)	39.9	18,090
4	LAVERNE AND SHIRLEY	24.0	10,890
5	HAPPY DAYS	22.4	10,170
6	SUPER BOWL XII PRE(S)	22.1	10,040
7	60 MINUTES	22.1	10,020
8	LOVE BOAT	19.5	8,850
9	NBC MONDAY NIGHT MOVIES	19.4	8,800
10	ALL IN THE FAMILY	19.0	8,600
11	ABC MONDAY NIGHT MOVIE#	18.5	8,390
12	ABC SUNDAY NIGHT MOVIE	17.9	8,130
13	THREE'S COMPANY	17.4	7,910
14	ABC FRIDAY NIGHT MOVIE	16.7	7,590
15	CBS WEDNESDAY NIGHT MOVIE#	16.7	7,580
16	OPERATION PETTICOAT	16.7	7,570
17	STARSKY AND HUTCH#	16.6	7,540
18	BARNEY MILLER	15.9	7,210
19	WELCOME BACK,KOTTER	15.7	7,120

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XII GAME(S)	53.5	9,760
2	SUPER BOWL XII-KICKOFF(S)	49.4	9,000
3	SUPER BOWL XII POST(S)	38.2	6,970
4	LITTLE HOUSE-PRAIRIE	26.9	4,910
5	ALL IN THE FAMILY	25.5	4,640
6	60 MINUTES	25.3	4,620
7	BARNABY JONES	23.1	4,210
7	HAWAII FIVE-O#	23.1	4,210
9	CHICO AND THE MAN#	22.3	4,070
9	STATE-UNION ANALYSIS-CBS(S)	22.3	4,070
9	SUPER BOWL XII PRE(S)	22.3	4,070
12	WALTONS, THE	21.6	3,940
13	ABC MONDAY NIGHT MOVIE#	21.2	3,870
14	QUINCY, M.E.#	21.1	3,850
15	PEOPLE'S COMMAND PERFORM.(S)	20.7	3,780
16	ENTERTAINER-YEAR AWARDS(S)	20.5	3,730
17	ONE DAY AT A TIME	20.4	3,710
18	NBC MONDAY NIGHT MOVIES	20.3	3,700
19	LAVERNE AND SHIRLEY	20.2	3,690
19	NBC NIGHTLY NEWS	20.2	3,690
21	RHODA#	20.2	3,680
22	LOU GRANT	20.1	3,660



FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1978 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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										AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17)	CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
																				18-34					18-34					TOTAL FEM.		TOTAL 6-11	
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1978 REPORT

PROGRAM NAME												T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME		DUR		NET		TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11			



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1978 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
														TOTAL	18-34	WOMEN 18-25-54	55-64	55+	TOTAL	18-34	MEN 18-25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
EVENING CONT'D																																
LATE MOVIE I-CONT'D																																
2	THU.	11.30P	103							A	8.3	25	605	1555	726	256	773	239	472	388	92^245	633	222	370	325	115	208	92^21v	57^37^			
2	FRI.	11.30P	36							A	7.2	28	525	1562	729	299	767	244	486	391	92^226	676	239	387	350	129	220	68^11v	51^32^			
11.30 - 12.00														746	206	462	385	90^235	728	261	431	354	131	224	50^LT	LT	LT	LT				
12.00 - 12.30														797	340^	584	317^	123^213^	499^251^	340^368^	50v	50v			42vLT	LT	LT	LT				
12.30 - 1.00														588	278	406	299	64^139^	538	243	332	311	100^124^	122^30v	91^37^							
1.00 - 1.30														605	253	394	318	91 157	553	240	374	335	80 119	108 54	43	26						
LATE MOVIE II																																
1	TUE.	1.15A	30	CBS	FF		43	169	169	A	5.5	31	401	1339	543	202	588	278	406	299	64^139^	538	243	332	311	100^124^	122^30v	91^37^				
	WED.	12.40A	56							B	4.8	28	350	1309	572	210	605	253	394	318	91 157	553	240	374	335	80 119	108 54	43	26			
1	FRI.	12.35A	123																													
2	TUE.	1.15A	26																													
2	FRI.	12.06A	124																													
12.00 - 12.30														581	320^	497	330^	33v 84v	565	205^	322^338^	62v149^	235^104v	63v	43v							
12.30 - 1.00														666	323	483	305	78^157	584	255	363	332	101^144	177	59^	82^51^						
1.00 - 1.30														645	297	423	282	83^170	585	287	379	343	94^112^	75^LT	61^47^							
1.30 - 2.00														493	278^	346	287^	41v104^	443	249^	285^280^	64v 64v	126^15v	257^42v								
2.00 - 2.30														408^366^	408^352^	41 LT	LT	414^225^	225^197v	150v150v		184v 46v	71v	LT								
LAVERNE AND SHIRLEY																																
	TUE.	8.30P	30	ABC	CS		14	210	208	A	37.4	53	2726	2184	715	271	823	399	574	446	83 181	583	273	400	330	76 135	313 169	465 275				
LIFE-TIMES-GRIZZLY ADAMS																																
	TUE.	8.30P	30	ABC	CS		99	99		B	33.0	50	2406	2225	725	275	819	392	581	445	82 180	577	278	412	338	63 121	327 178	502 342				
LIFE-TIMES-GRIZZLY ADAMS																																
	TUE.	8.30P	30	ABC	CS		11	210	205	A	19.2	28	1400	2047	690	224	774	198	370	366	135 336	661	217	364	360	107 223	209 62^	403 231				
WED. 8.00P 60 NBC A 99 99																																
8.00 - 8.30														811	214	372	374	148 350	651	217	346	330	111 244	174 61	386 228							
8.30 - 9.00														765	193	360	357	137 336	645	206	349	352	107 224	208 71^	396 217							
LITTLE HOUSE-PRAIRIE																																
	MON.	8.00P	60	NBC	GD		16	213	215	A	26.7	38	1946	2004	784	270	861	238	409	379	146 354	585	198	282	244	116 253	176 103	382 240				
8.00 - 8.30														898	264	451	405	150 359	547	160	276	264	107 227	195 113	364 230							
8.30 - 9.00														853	236	405	369	148 356	583	196	282	246	116 253	167 100	393 243							
LOGAN'S RUN																																
	2 MON.	8.00P	60	CBS	SF		7	185		A	12.3	18	897	2052	736	289	782	353	544	429	117^191^	702	277	445	385	164^214^	144^58v	424 233^				
8.00 - 8.30														703	344	484	376	101 175	659	300	454	393	105 156	247 108	502 325							
8.30 - 9.00														779	327	531	418	122^198^	724 281	451 392	179^223^	169^66v	428 243^									
LOU GRANT																																
	TUE.	10.00P	60	CBS	GD		17	197	194	A	12.4	18	904	1972	716	283	771	373	550	437	111^180^	664	264	432	374	148^199^	121^50v	416 220^				
10.00 - 10.30														797	245	474	434	147 250	688	225	399	363	129 232	149 60^	55^47^							
10.30 - 11.00														802	278	490	449	117 241	671	260	412	360	94 205	167 71	68 44							
LOVE BOAT																																
	1 SAT.	10.00P	60	ABC	CS		14	187	183	A	21.4	34	1560	1689	740	218	799	246	471	427	150 254	691	227	404	365	131 231	142 60^	57^48^				
	2 SAT.	9.00P	120							A	21.7	36	1582	1686	739	226	795	242	477	441	145 248	688	226	395	363	128 234	153 60^	50^45^				
9.00 - 9.30														858	386	599	511	100 173	680	303	470	412	92 154	294 176	313 233							
9.30 - 10.00														812	383	591	491	80 151	645	299	464	392	80 133	310 163	338 267							
10.00 - 10.30														786	345	520	459	102^168	716	353	515	414	93^162	311 187	403 310							
10.30 - 11.00														823	376	556	491	94^165	702	328	493	428	96^155	320 198	327 256							
LUCAN																																
	MON.	8.00P	60	ABC	A		4	187	185	A	26.1	44	1903	2111	792	311	878	399	623	528	102 173	661	287	450	401	93 152	277 165	295 219				
8.00 - 8.30														884	396	627	533	96 174	671	283	456	412	93 153	293 173	283 202							
8.30 - 9.00														876	416	634	499	86^184	718	323	478	391	76^177	336 182	518 389							
MON. 8.00P 60 ABC A 99 98																																
8.00 - 8.30														910	375	612	494	104 237	721	329	479	392	82 169	326 185	465 336							
8.30 - 9.00														865	416	630	500	83^179	731	339	493	395	76^174	346 187	509 377							
MON. 8.00P 60 ABC A 99 98																																
8.00 - 8.30														883	412	637	498	90 190	703	310	464	386	78^178	328 179	527 400							
8.30 - 9.00																																



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PROGRAM NAME												T/C SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11						
													TOTAL	18-34	WOMEN			55-64	55+	TOTAL	18-34	MEN			55-64	55+					
															18-49	25-54	55-64	55+			18-49	25-54	55-64	55+							
EVENING CONT'D																															
MAN FROM ATLANTIS 8 198																															
1	TUE.	8.00P	120	NBC	SF	99			A 13.3	19	970	2030	604	217^	696	186^	377	333	169	260	737	231^	394	329	175	266	289	78^	308	200^	
		8.00 - 8.30							B 13.7	21	999	2000	663	219	744	248	422	382	132	262	634	212	368	364	120	202	236	76	386	248	
		8.30 - 9.00							A 13.9	20	1013	1900	601	247	676	161^	315	302	187	291	730	188^	352	317	177	293	257	73^	237	134^	
		9.00 - 9.30							A 13.0	18	948	2006	595	226^	674	166^	351	317	172	263	733	211^	370	319	192	289	307	81^	292	194^	
		9.30 - 10.00							A 12.3	17	897	2055	597	187^	699	200^	407	345	158	238^	742	257^	425	331	167	243^	253^	72^	361	250^	
									A 14.0	20	1021	2151	631	204^	738	224^	437	364	152	247	746	273	432	349	165	238	323	80^	344	225^	
M*A*S*H 17 202 202																															
	TUE.	9.00P	30	CBS	CS	99	99		A 22.3	31	1626	1843	773	274	822	302	509	391	119	256	677	302	404	350	105	209	227	102	117	68^	
									B 21.7	32	1582	1868	735	275	807	286	470	411	123	260	670	291	424	357	103	194	227	111	164	113	
MAUDE 3 186																															
2	MON.	9.00P	30	CBS	CS	98	98		A 15.7	22	1145	1719	827	327	897	314	486	408	149	316	576	203^	310	275	172	244	109	23^	137^	75^	
									B 16.5	23	1203	1738	732	287	808	285	436	400	128	271	530	186	286	250	104	200	180	86	220	165	
MIDNIGHT SPECIAL 16 192 194																															
	FRI.	1.00A	90	NBC	PC	98	98		A 3.3	21	241	1432	589	128^	634	419^	439	262^	54	103^	381	260^	361	137^	LT	LT	342	270^	75^	75^	
		1.00 - 1.30							B 3.5	25	255	1411	589	217	632	363	470	309	60	123	497	336	426	245	20	43	222	119	60	56	
		1.30 - 2.00							A 4.0	20	292	1627	702	147^	760	493	521	322^	44	137^	378	251^	334	146^	LT	28^	441	363^	48^	48^	
		2.00 - 2.30							A 3.3	22	241	1390	509	112^	579	418^	418	215^	50	82^	361	265^	361	96^	LT	LT	338	262^	112^	112^	
									A 2.6	22	190	1184	517	121^	517	321^	353	226^	75	75^	390	269^	390	153^	LT	LT	214	147^	63^	63^	
MONTE CARLO CIRCUS FEST.(S) 185																															
2	WED.	8.30P	60	CBS	GV	96			A 19.6	29	1429	1879	810	308	889	224	434	391	166	391	605	171	291	285	100	252	130	51^	255	180	
		8.30 - 9.00							A 17.6	25	1283	1814	786	312	863	208	399	357	164	403	613	169^	288	288	105	265	108	28^	230	179^	
		9.00 - 9.30							A 21.7	32	1582	1918	825	302	905	234	458	414	165	380	596	172	293	283	92	238	143	70^	274	180	
NBC LATE NIGHT MOVIE 16 118 120																															
									A 3.8	13	277	1513	527	185^	535	144^	292	289^	108	181^	827	351^	494	476	76	159^	115	50^	36^	25^	
SUN. 11.30P 60 NBC FF 71 71																															
		11.30 - 12.00							B 4.4	17	321	1525	663	238	717	278	465	403	87	168	723	340	526	434	72	118	69	34	16	LT	
		12.00 - 12.30							A 3.9	11	284	1514	574	196^	574	159^	306	319^	117	194^	857	371^	497	489	71	166^	62	17^	21^	21^	
									A 3.6	15	262	1523	480	171^	480	122^	271	253^	99	163^	821	337^	508	476	81	157^	172	84^	50^	27^	
NBC MONDAY NIGHT MOVIES 17 202 202																															
MON.		9.00P	120	NBC	FF	99	99		A 24.5	36	1786	1980	646	258	737	277	465	402	107	204	767	323	493	424	85	208	255	131	221	152	
		9.00 - 9.30							B 22.6	35	1648	1815	789	298	887	344	560	483	120	245	599	245	385	334	93	171	188	99	141	98	
		9.30 - 10.00							A 25.7	36	1874	2035	674	287	773	289	470	407	112	232	739	307	464	399	90	208	249	127	274	181	
		10.00 - 10.30							A 24.6	35	1793	1979	624	240	717	269	451	386	101	202	754	325	491	423	76	200	255	127	253	172	
		10.30 - 11.00							A 24.4	36	1779	1949	633	252	721	275	466	402	107	189	775	329	502	433	87	204	268	139	185	130	
									A 23.5	37	1713	1938	644	247	731	272	466	411	109	194	789	326	512	438	89	213	248	128	170	120	
NBC NEWS UPDATE-M-F 78 184 180																															
1	MTWTH	8.58P	1	NBC	N	95	94		A 17.8	26	1298	1998	721	265	812	256	448	404	132	286	648	208	358	336	102	226	201	86	337	221	
1	TUE.	9.00P	1						B 16.5	26	1203	1949	722	240	805	254	431	394	131	298	651	218	358	335	117	236	180	80	313	204	
1	FRI.	9.28P	1																												
2	MTWTHF	8.58P	1																												
2	TUE.	9.02P	1																												
NBC NEWS UPDATE-SAT. 16 187 179																															
SAT.		8.58P	1	NBC	N	95	92		A 14.8	24	1079	2057	684	221	786	192	367	371	152	343	740	210	415	399	144	279	134	72^	397	259	
									B 16.9	29	1232	2059	707	244	784	255	424	391	146	286	731	239	399	377	148	270	172	77	372	249	
NBC NEWS UPDATE-SUN. 16 190 192																															
1	SUN.	8.58P	1	NBC	N	95	95		A 18.6	26	1356	2210	786	290	888	271	492	477	142	305	651	218	397	382	97	194	229	118	442	320	
2	SUN.	8.55P	1						B 18.5	27	1349	2185	736	261	821	308	502	441	114	247	710	306	466	413	94	181	226	108	428	279	
NBC NIGHTLY NEWS-SAT. 15 151 149																															
SAT.		6.30P	30	NBC	N	81	82		A 9.6	17	700	1816	727	238	836	177	315	285	100	471	777	247	369	339	138	336	87	20^	116	98^	
									B 8.4	17	612	1695	740	201	803	139	281	293	129	447	680	180	286	281	129	331	96	53	116	86	
NBC NIGHTLY NEWS-SUN. 10 143 135																															
SUN.		6.30P	30	NBC	N	78	75		A 9.0	15	656	1738	684	230	732	148^	304	308	116	374	754	255	344	323	129	322	91	37^	161	79^	
									B 7.6	13	554	1740	709	219	772	142	252	271	127	449	739	181	313	294	157	367	71	20	158	95	



PROGRAM NAME										WK 1		WK 2		K E Y		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		AUDIENCE COMPOSITION																				
WK	DAY	START TIME	DUR	NET	TYPE	PROG.	T/C THIS SEASON	NO. OF STATIONS	PROGRAM COVERAGE	WK 1	WK 2	K	E	Y	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
																			WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)									
																			TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL M.								
EVENING CONT'D																																								
NBC NIGHTLY NEWS M-F 6.30P 30 NBC N 79 207 205 99 99																			A 16.0	26	1166	1687	724	191	784	152	295	282	143	420	666	170	295	258	152	317	92	43	145	94
NBC REPORTS(S) 1 TUE. 10.00P 60 NBC DN 204 99																			A 10.7	18	780	1618	602	224	707	267	472	403	108	167	655	249	383	379	126	179	135	77	121	100
NBC SATURDAY NIGHT MOVIES SAT. 9.00P 120 NBC FF 17 196 198 98 99																			A 12.8	20	933	1695	608	212	713	271	481	405	110	166	649	253	364	360	135	186	196	128	137	103
NEWSBREAK-M-F 1 MON. 9.27P 1 CBS N 85 170 166 90 90																			A 8.6	15	627	1490	585	239	687	257	456	395	104	165	662	243	410	405	112	169	145	96	96	96
1 TUE. 8.57P 1																			A 14.9	25	1086	1873	723	239	792	198	410	394	138	324	794	225	474	459	126	247	156	89	131	121
1 WED. 9.35P 1																			B 17.4	31	1268	1895	743	250	803	269	468	436	132	261	737	244	441	434	137	228	153	67	202	145
1 TH & F 8.58P 1																			A 14.2	23	1035	1878	730	240	811	187	398	389	148	351	788	208	460	460	129	251	144	76	135	125
2 MON. 8.57P 1																			A 14.9	24	1086	1860	722	258	796	192	406	392	138	333	787	218	465	450	121	247	149	82	128	122
2 TUTHF 8.58P 1																			A 15.3	26	1115	1897	723	228	784	211	427	400	135	304	802	241	485	464	126	243	169	99	142	128
2 WED. 9.28P 1																			A 15.1	26	1101	1862	715	224	775	205	416	397	134	305	804	234	486	468	124	247	166	95	117	111
NEWSBREAK-SAT. SAT. 8.58P 1 CBS N 17 170 172 89 90																			A 15.9	23	1159	1972	788	261	858	282	462	393	156	335	647	221	369	329	114	227	162	89	305	191
1 MON. 9.27P 1																			B 15.6	24	1137	1987	732	256	807	288	449	390	133	292	606	230	360	314	98	197	189	90	385	250
1 TUE. 8.57P 1																																								
1 WED. 9.35P 1																																								
1 TH & F 8.58P 1																																								
2 MON. 8.57P 1																																								
2 TUTHF 8.58P 1																																								
2 WED. 9.28P 1																																								
NEWSBREAK-SAT. SAT. 8.58P 1 CBS N 17 170 172 89 90																			A 17.7	28	1290	1654	797	300	893	263	429	392	133	369	569	166	295	282	106	216	83	45	109	64
1 MON. 9.27P 1																																								
1 TUE. 8.57P 1																																								
1 WED. 9.35P 1																																								
1 TH & F 8.58P 1																																								
2 MON. 8.57P 1																																								
2 TUTHF 8.58P 1																																								
2 WED. 9.28P 1																																								
NEWSBREAK-SUN. 1 SUN. 10.45P 1 CBS N 17 195 168 97 93																			A 15.3	27	1115	1867	775	259	851	265	422	368	153	360	567	186	306	280	90	205	143	77	306	196
2 SUN. 8.57P 1																			A 23.4	36	1706	1845	749	284	830	271	494	415	120	277	771	308	485	411	104	229	128	69	116	62
OFF HOLLYWOOD(S) 1 SAT. 11.30P 90 NBC GV 187 96																			B 22.1	33	1611	1923	761	294	859	292	473	412	134	311	693	247	383	341	115	246	193	118	178	132
ON OUR OWN 2 SUN. 8.30P 30 CBS CS 11 187 99																			A 5.8	18	423	1726	602	245	602	264	424	356	89	127	580	297	418	325	31	143	434	244	110	110
ONE DAY AT A TIME TUE. 9.30P 30 CBS CS 15 202 200 99 99																			A 6.7	17	488	1715	593	256	593	221	401	394	65	139	585	310	411	310	54	150	435	222	102	102
OPERATION PETTICOAT SAT. 8.30P 30 ABC CS 15 185 179 96 97																			A 6.3	20	459	1732	618	235	618	279	435	328	105	129	576	269	420	341	29	139	442	281	96	96
PEOPLE'S COMMAND PERFORM.(S) 1 FRI. 9.00P 120 CBS GV 192 98																			A 4.5	18	328	1686	577	241	577	305	439	324	101	101	573	317	418	319	17	140	405	216	131	131
1 MON. 9.27P 1																			A 20.0	29	1458	1897	765	320	833	326	529	419	110	260	696	299	447	392	90	213	177	120	191	110
2 MON. 12.00M 67																			B 22.0	32	1604	1937	761	314	862	296	472	405	128	312	676	236	366	327	120	252	210	144	189	137
POLICE STORY-MON 1 MON. 11.30P 67 ABC OP 3 173 172 97 96																			A 24.2	35	1764	1866	826	261	875	308	552	460	126	259	609	222	353	312	117	211	254	109	128	82
2 MON. 12.00M 67																			B 22.2	33	1618	1858	741	272	816	303	504	431	113	238	595	238	366	316	88	177	275	134	172	120
CONT'D																			A 18.1	29	1319	2418	756	306	827	382	602	416	99	181	786	355	573	452	90	167	322	177	483	328
																			B 16.1	28	1174	2154	657	229	718	289	472	397	82	181	702	286	467	397	99	174	295	153	439	323
																			A 21.4	34	1560	1723	851	213	926	236	438	402	193	417	564	129	274	285	134	243	96	45	137	96
																			A 21.0	32	1531	1792	863	187	939	226	377	357	210	478	588	133	253	263	145	276	104	52	161	112
																			A 22.1	35	1611	1719	856	204	923	227	426	387	194	428	555	124	268	282	130	240	95	42	146	96
																			A 21.6	35	1575	1697	862	216	933	236	470	431	185	399	548	124	275	290	124	227	89	45	127	88
																			A 20.8	36	1516	1683	822	241	909	257	476	438	178	360	559	137	296	299	135	226	96	41	119	85
																			A 7.1	29	518	1303	630	151	651	227	330	313	106	261	569	208	337	295	87	191	69	17	14	14
																			B 7.6	28	554	1286	615	156	643	222	311	314	93	255	507	195	291	254	107	172	118	20	18	9



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KEY: A = CURRENT REPORT    B = SEASON AVERAGE



FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



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[illegible]



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1978 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK		START		DUR		NET		TYPE		WK 1		WK 2		KEY		AVG. AUD. SHARE		AVG. AUD. SHARE		TOTAL PERSONS		LADY WORK-ING		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS		CHILDREN	
#	DAY	TIME															%	%	(0,000)	(2+)	OF HOUSE	WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11	
EVENING CONT'D																																					
WELCOME BACK, KOTTER																																					
THU. 8.00P 30 ABC CS 99 98																																					
WHAT'S HAPPENING																																					
2 SAT. 8.00P 30 ABC CS 99 97																																					
WILLY WONKA-CHOC FACTORY(S)																																					
1 SUN. 7.00P 120 NBC EA 99 99																																					
7.00 - 7.30																																					
7.30 - 8.00																																					
8.00 - 8.30																																					
8.30 - 9.00																																					
WONDER WOMAN																																					
2 FRI. 8.00P 60 CBS SF 97 97																																					
8.00 - 8.30																																					
8.30 - 9.00																																					
WONDERFUL WORLD OF DISNEY																																					
2 SUN. 7.00P 60 NBC FV 99 99																																					
7.00 - 7.30																																					
7.30 - 8.00																																					
WEEKDAY DAYTIME																																					
ABC AFTERSCHOOL SPECIAL(S)																																					
1 WED. 4.30P 60 ABC FV 98 98																																					
4.30 - 5.00																																					
5.00 - 5.30																																					
ALL IN THE FAMILY M-F(B)																																					
1 THU. 4.00P 30 CBS CS 66 66																																					
ALL IN THE FAMILY M-F																																					
1 MTUWF 3.30P 30 CBS CS 98 98																																					
2 MON. 2.30P 30																																					
2 TU-F 3.30P 30																																					
ALL MY CHILDREN																																					
M-F 1.00P 60 ABC DD 98 97																																					
1.00 - 1.30																																					
1.30 - 2.00																																					
ANOTHER WORLD																																					
1 MTUWF 3.00P 60 NBC DD 99 99																																					
1 THU. 3.02P 58																																					
2 TU-F 3.00P 60																																					
3.00 - 3.30																																					
3.30 - 4.00																																					
AS THE WORLD TURNS																																					
M-F 1.30P 60 CBS DD 99 99																																					
1.30 - 2.00																																					
2.00 - 2.30																																					

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1978 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)											2ND JAN. 1978 REPORT																										
PROGRAM NAME					T/C SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WEEKDAY DAYTIME CONT'D													TOTAL	18- 34	WOMEN 18- 49	25- 54	55- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	55- 64	55+	TEENS (12-17) TOTAL	CHILDREN (2-11) TOTAL											
BETTER SEX																																					
1	M-F	12.00N	30	ABC	QP	72	159	A	6.1	22	445	1508	694	103	739	351	546	389	101	139	356	169	234	129	114	114	166	103	247	85							
						88		B	5.1	22	372	1434	681	123	713	338	490	392	83	158	327	123	195	156	56	118	164	91	230	86							
CAPTAIN KANGAROO																																					
	M-F	8.00A	60	CBS	C	79	190	A	3.9	21	284	1602	325	84	346	162	250	237	42	74	200	81	123	120	38	56	73	31	983	370							
		8.00 - 8.30				99	99	B	3.5	21	255	1638	385	78	405	213	306	261	42	82	136	59	82	66	23	46	69	43	1028	304							
		8.30 - 9.00						A	3.3	18	241	1776	351	95	364	169	261	252	54	75	223	96	133	125	53	65	88	38	1101	449							
								A	4.4	22	321	1495	309	75	334	166	250	227	31	69	184	72	115	115	28	49	64	27	913	318							
CBS MID-DAY NEWS-EDWARDS																																					
	M-F	11.55A	4	CBS	N	78	176	A	6.5	24	474	1420	892	138	940	271	514	407	149	398	176	47	85	65	36	91	66	49	238	106							
						92	91	B	5.5	25	401	1287	838	122	920	282	481	377	147	404	177	40	68	55	46	104	50	30	140	41							
CBS MORNING NEWS																																					
	M-F	7.15A	45	CBS	N	80	176	A	2.1	16	153	1281	582	216	627	196	334	295	118	274	366	130	183	184	52	170	40	LT	248	183							
		7.30 - 8.00				96	96	B	2.1	16	153	1265	600	161	635	149	311	311	110	278	383	97	208	202	65	156	46	LT	201	123							
								A	2.1	15	153	1333	556	183	595	163	307	268	111	275	372	124	170	163	59	189	45	LT	321	222							
DAYS OF OUR LIVES																																					
	M-F	1.30P	60	NBC	DD	79	208	A	7.8	25	569	1297	740	150	827	256	448	412	152	312	277	100	144	120	38	107	96	78	97	57							
		1.30 - 2.00				99	99	B	6.9	25	503	1278	808	137	892	297	492	420	155	339	248	66	107	90	43	124	76	58	62	30							
		2.00 - 2.30						A	7.4	24	539	1315	734	152	825	249	435	401	149	319	293	108	152	122	41	112	95	78	102	57							
								A	8.2	25	598	1269	742	140	823	256	451	422	154	305	260	92	134	113	35	103	98	80	88	52							
DOCTORS, THE																																					
	1 MTUWF	2.30P	30	NBC	DD	77	203	A	7.7	24	561	1244	743	99	790	208	379	360	176	352	268	111	148	118	44	105	106	84	80	47							
	2 MON.	2.30P	29			98	95	B	6.4	23	467	1249	819	119	884	256	443	403	164	372	225	63	99	87	39	111	74	53	66	32							
	2 TU-F	2.30P	30																																		
EDGE OF NIGHT																																					
	1 M-F	4.00P	30	ABC	DD	76	169	A	6.0	16	437	1382	814	116	908	331	542	431	160	343	234	94	119	101	39	108	94	85	146	58							
	2 TU-F	4.00P	30			91	89	B	5.3	17	386	1341	841	149	936	327	530	431	131	360	185	59	90	67	28	90	92	61	128	57							
FAMILY FEUD																																					
	M-F	11.30A	30	ABC	QP	78	176	A	10.8	40	787	1785	699	147	782	377	566	400	91	159	395	148	220	187	74	131	266	152	342	183							
						96	99	B	8.2	36	598	1551	704	133	778	339	516	412	98	183	346	135	194	152	56	129	173	97	254	105							
FOR RICHER, FOR POORER(B)																																					
	2 MON.	1.00P	30	NBC	DD	87		A	1.9	6	139	1043	475	137	489	165	165	50	LT	324	468	58	58	58	LT	410	86	LT	LT	LT							
						57																															
FOR RICHER, FOR POORER																																					
	1 MTUWF	1.00P	30	NBC	DD	27	163	A	4.4	15	321	1408	766	94	819	259	402	305	122	364	359	138	187	125	34	162	74	43	156	66							
	2 TU-F	1.00P	30			83	83	B	4.1	14	299	1453	708	111	762	252	380	286	108	329	375	147	197	131	36	157	141	67	175	84							
GENERAL HOSPITAL																																					
	2 TU-F	3.00P	60	ABC	DD	4	187	A	8.3	23	605	1417	845	159	932	435	654	512	97	232	248	93	136	116	20	95	120	66	117	26							
		3.00 - 3.30						B	8.3	23	605	1417	845	159	932	435	654	512	97	232	248	93	136	116	20	95	120	66	117	26							
		3.30 - 4.00						A	8.5	24	620	1394	817	170	909	440	657	513	92	210	250	95	144	126	20	89	120	67	115	23							
								A	8.2	22	598	1405	858	140	938	423	640	500	100	251	236	92	127	101	18	95	113	64	118	29							
GENERAL HOSPITAL																																					
	1 M-F	3.15P	45	ABC	DD	72	186	A	7.5	22	547	1395	865	97	1010	469	642	453	91	300	171	84	104	82	41	67	129	109	85	51							
		3.30 - 4.00				98		B	6.8	22	496	1278	831	119	916	404	589	456	104	267	172	59	85	71	40	81	93	67	97	51							
								A	7.5	21	547	1389	863	94	1011	462	629	444	94	311	162	79	98	84	35	64	130	101	86	55							
GONG SHOW																																					
	M-F	12.30P	30	NBC	QG	29	179	A	5.5	19	401	1471	675	171	755	277	414	345	94	285	431	172	275	213	46	122	122	62	163	98							
						89	86	B	5.4	20	394	1442	635	122	681	211	330	277	124	303	416	149	235	171	60	157	167	81	178	105							
GOOD MORNING, AMERICA-730																																					
	M-F	7.30A	30	ABC	N	80	179	A	3.2	21	233	1103	541	193	597	150	297	271	145	261	369	107	163	184	103	159	21	LT	116	73							
						96	96	B	3.1	21	226	1268	671	156	711	211	350	327	113	302	362	82	146	156	102	176	74	39	121	51							
GOOD MORNING, AMERICA-830																																					
	M-F	8.30A	30	ABC	N	80	176	A	3.8	20	277	1390	755	199	820	314	481	414	145	250	427	142	242	208	102	149	42	21	101	54							
						92	94	B	3.3	21	241	1387	769	202	840	294	462	379	151	310	353	97	168	138	126	169	72	34	122	80							



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
WEEKDAY DAYTIME CONT'D														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11										
GUIDING LIGHT														1478	861	134	937	291	513	447	139	358	267	89	152	110	50	110	110	98	164	67					
1 MTUWF 2.30P 60 CBS DD 46 192 192														1416	851	140	932	298	500	452	147	358	237	70	118	86	50	112	82	61	165	66					
1 THU. 3.03P 57																																					
2 TU-F 2.30P 60																																					
2.30 - 3.00														A	9.1	28	663	1495	907	139	970	301	544	473	143	361	260	82	151	114	92	87	173	73			
3.00 - 3.30														A	8.3	25	605	1435	834	135	911	281	485	434	133	354	261	87	151	108	55	110	120	101	143	53	
3.30 - 4.00														A	7.9	23	576	1608	633	50	767	254	405	349	123	291	421	122	180	158	88	220	179	144	241	102	
HAPPY DAYS M-F 11.00A 30 ABC CS 78 172 173														A	7.7	30	561	1790	519	137	580	336	481	310	56	70	297	206	249	183	27	30	301	142	612	350	
M-F 11.00A 30 ABC CS 95 96														B	6.1	29	445	1509	561	122	618	323	471	346	54	96	267	160	203	128	29	52	237	123	387	172	
HOLLYWOOD SQUARES 75 191 190														A	6.7	29	488	1469	729	145	783	206	362	311	131	364	404	93	195	197	49	147	165	75	117	64	
M-F 10.30A 30 NBC QP 95 95														B	5.0	26	365	1320	675	117	726	189	309	299	132	352	396	119	206	187	49	144	98	52	100	46	
KNOCKOUT 72 198 198														A	5.9	22	430	1379	709	116	764	189	300	264	164	409	425	166	228	128	71	184	101	74	89	53	
M-F 11.30A 30 NBC QP 98 98														B	4.8	22	350	1368	741	100	806	168	287	285	163	453	379	121	187	140	61	171	84	43	99	60	
LOVE OF LIFE 78 192 190														A	6.7	25	488	1439	890	158	931	270	519	403	135	384	200	57	99	92	34	88	70	51	238	96	
M-F 11.30A 30 CBS DD 97 97														B	5.8	27	423	1317	838	129	914	287	491	387	145	385	184	42	72	66	44	100	52	31	167	44	
MATCH GAME '78 21 147 148														A	7.3	19	532	1571	688	76	749	207	385	356	132	294	418	149	224	158	93	180	130	59	274	130	
1 MTUWF 4.00P 30 CBS QP 81 81														B	6.5	18	474	1529	723	126	781	240	385	348	121	318	375	130	187	122	86	173	155	77	218	114	
2 TU-F 4.00P 30																																					
ONE LIFE TO LIVE 5 189														A	8.9	26	649	1553	834	173	920	482	701	537	90	154	251	107	132	99	33	99	216	174	166	76	
2 M-F 2.00P 60 ABC DD 99														B	8.9	26	649	1553	834	173	920	482	701	537	90	154	251	107	132	99	33	99	216	174	166	76	
2.00 - 2.30														A	8.5	25	620	1571	813	179	900	490	681	510	85	149	277	121	143	105	38	110	236	195	158	83	
2.30 - 3.00														A	9.4	28	685	1504	843	163	925	469	710	552	97	157	224	93	122	92	25	87	190	151	165	66	
ONE LIFE TO LIVE 70 186														A	7.8	25	569	1422	858	123	981	515	688	451	67	236	186	82	99	82	49	87	197	157	58	34	
1 MTUWF 2.30P 45 ABC DD 96														B	7.3	26	532	1306	811	129	883	427	623	474	91	206	196	72	102	86	43	81	132	104	95	44	
1 THU. 3.02P 13																																					
2.30 - 3.00														A	8.0	26	583	1417	874	118	972	515	685	434	65	229	191	83	102	85	46	89	195	149	59	34	
3.00 - 3.30														A	6.3	22	459	1183	752	98	896	434	598	430	94	275	94	46	46	46	46	48	48	193	193	LT	LT
PHOENIX OPEN GOLF-MON.(S) 162														A	7.7	17	561	1627	738	197	768	144	421	431	122	295	444	82	192	251	75	193	189	66	226	146	
2 MON. 5.00P 60 CBS SE 84														A	6.9	16	503	1435	717	151	743	142	397	416	136	284	321	37	83	145	76	176	189	61	182	147	
5.00 - 5.30														A	8.5	18	620	1761	745	234	777	143	432	436	108	300	538	116	278	332	74	206	189	69	257	144	
5.30 - 6.00																																					
PRICE IS RIGHT 1 23 180 180														A	7.1	30	518	1633	738	128	753	266	454	357	106	278	364	73	176	168	58	164	133	69	383	133	
M-F 10.30A 30 CBS AP 93 93														B	6.6	30	481	1740	719	115	747	265	421	341	104	291	380	82	166	168	68	178	170	77	443	196	
PRICE IS RIGHT 2 23 180 180														A	7.5	29	547	1537	743	118	765	255	430	313	119	321	355	47	153	175	29	163	92	42	325	98	
M-F 11.00A 30 CBS AP 93 93														B	7.1	29	518	1662	749	117	784	264	415	332	115	329	373	65	151	171	50	182	147	64	358	144	
RYAN'S HOPE 79 179 178														A	8.5	29	620	1713	876	125	980	474	680	519	63	192	270	145	173	128	55	82	268	177	195	83	
M-F 12.30P 30 ABC DD 97 96														B	6.9	27	503	1518	838	172	934	478	676	498	79	167	266	96	149	137	53	91	182	128	136	54	
SANFORD AND SON M-F 77 166 164														A	6.1	28	445	1634	587	182	657	209	347	264	86	261	542	187	307	265	34	178	210	69	225	130	
M-F 10.00A 30 NBC CS 87 87														B	4.7	26	343	1510	618	111	701	216	329	266	116	325	510	159	275	223	62	181	133	58	166	87	
SEARCH FOR TOMORROW 78 189 189														A	8.1	28	590	1410	844	129	882	277	505	388	144	344	288	74	148	123	66	131	67	55	173	91	
M-F 12.30P 30 CBS DD 97 97														B	7.4	30	539	1331	848	148	929	313	526	426	148	359	235	60	100	92	52	118	54	39	113	37	
SPECIAL TREAT(S) 191														A	8.6	21	627	1730	685	73	718	126	287	297	179	345	389	131	150	95	121	215	288	224	335	264	
CONT'D																																					

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
									%	%	(0,000)			TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
AMERICAN BANDSTAND '78 14 153 162 A 5.8 19 423 1567 482 113^ 588 399 498 290 28v 52v 292 204^ 232^169^ 37v 46v 335 220^ 352 274^																																	
SAT. 12.30P 60 ABC PC 80 86 B 5.8 21 423 1595 412 142 513 309 387 236 55 107 361 219 264 159 54 88 342 221 379 261^																																	
12.30 - 1.00 A 5.5 19 401 1546 434 84^ 543 376 464 248^ 33v 53v 249^183^ 211^163^ 38v 38v 329 232^ 425 304^																																	
1.00 - 1.30 A 6.1 20 445 1560 527 131^ 626 418 526 328 22v 50v 320 219^ 244^170^ 32v 50v 335 206^ 279 241^																																	
ANIMALS, ANIMALS, ANIMALS 16 126 A 3.7 15 270 1904 481^122^ 481^192v 211v141v LT 270^ 444^290^ 368^257^ 76v 76v 237^155v 742^ 535^																																	
2 SUN. 11.30A 30 ABC CL 79 B 3.2 14 233 1620 410 141 432 209 299 197 42 120 390 235 287 228 26 73 168 69 630 447																																	
BAGGY PANTS & THE NITWITS 16 189 190 A 5.6 20 408 1571 218^ 71v 240^147^ 193^118^ 42v 42v 276^206^ 242^181^ 26v 26v 265^ 81^ 790 496																																	
1 SAT. 12.07P 23 NBC CA 95 95 B 5.3 21 386 1734 340 105 371 177 255 201 41 95 295 163 205 116 42 78 283 115 785 443																																	
2 SAT. 12.00N 30 A 3.4 13 248 1895 370^153^ 370^233^ 290^197^ 80v 80v 363^250^ 250^ 97v 76v113v 279^129^ 88^ 492																																	
SAT. 10.00A 30 NBC CA 99 99 B 4.3 17 313 1684 307 121 332 197 251 163 32 71 231 138 164 109 36 61 239 125 882 469																																	
BATMAN/TARZAN ADV I 9 194 195 A 9.4 34 685 1841 296 80^ 328 197 271 151^ 33v 42v 350 218 262 241 15v 33v 206 105^ 957 508																																	
SAT. 10.30A 30 CBS CA 98 99 B 8.8 34 642 1986 295 88 314 175 244 159 30 62 296 173 226 195 18 44 346 205 1030 560																																	
BATMAN/TARZAN ADV II 9 194 196 A 11.2 39 816 1922 293 78^ 336 207 269 143^ 32v 55^ 302 169 225 204 19v 41^ 249 89^ 1035 522																																	
SAT. 11.00A 30 CBS CA 98 99 B 9.9 37 722 1897 302 87 330 205 275 165 26 51 248 161 207 164 9 20 325 141 994 533																																	
BEHIND-SCENES-SUPER BOWL(S) 194 A 11.5 26 838 1493 444 102^ 463 154^ 242^272^ 73^160^ 816 315 464 509 128^249^ 150^ 59v 64v 64v																																	
1 SUN. 4.06P 24 CBS SC 99																																	
BING CROSBY-PRO AM-SUN(S) 191 A 10.5 22 765 1774 636 276^ 666 217^ 346 311 158^229^ 814 278^ 470 463 180^272^ 119^ 16v 175^ 95^																																	
2 SUN. 5.00P 120 ABC SE 99																																	
5.00 - 5.30 A 10.0 24 729 1897 661 309^ 695 217^ 401 381 158^217^ 816 285^ 505 494 136^227^ 153^ 38v 233^ 147^																																	
5.30 - 6.00 A 11.1 25 809 1841 627 267^ 648 215^ 377 353 140^190^ 873 306 508 493 173^297 146^ 30v 174^ 81^																																	
6.00 - 6.30 A 10.7 21 780 1635 623 260^ 648 197^ 274^247^ 175^270^ 782 262^ 437 430 211^285^ 80^ LT 125^ 65v																																	
E 30 - 7.00 A 10.3 19 751 1694 621 257^ 659 229^ 326 254^ 163^242^ 769 249^ 417 427 191^274^ 100^ LT 166^ 88^																																	
BUGS BUNNY/ROAD RUNNER 1 9 201 200 A 7.9 36 576 2156 396 123^ 433 168^ 278 190^ 58^120^ 368 191^ 265 215 LT 65^ 342 117^ 1013 573																																	
SAT. 9.00A 30 CBS CA 99 99 B 7.0 33 510 1887 306 109 355 189 255 160 51 74 255 136 183 145 27 53 249 89 1028 562																																	
BUGS BUNNY/ROAD RUNNER 2 9 201 200 A 10.2 39 744 1987 373 112^ 425 203 312 195 53^ 95^ 354 223 276 221 18v 44^ 259 94^ 949 532																																	
SAT. 9.30A 30 CBS CA 99 99 B 9.1 37 663 1909 312 94 359 212 281 176 36 61 260 155 206 161 22 34 275 111 1015 572																																	
BUGS BUNNY/ROAD RUNNER 3 9 201 200 A 11.2 41 816 1752 285 75^ 329 165 258 154 37v 56^ 321 172 221 219 17v 33v 209 88^ 893 497																																	
SAT. 10.00A 30 CBS CA 99 99 B 9.8 38 714 1859 284 71 321 189 256 152 28 56 287 155 210 183 22 41 315 146 936 524																																	
C.B. BEARS I 18 199 201 A 2.5 23 182 1731 340^132v 406^ 87v 312^263^ 94v 94v 214^ LT LT 121v 55v 93v 50v LT 1061 699																																	
SAT. 8.00A 30 NBC CA 99 99 B 2.9 25 211 1730 186 88 204 111 166 129 LT 33 210 111 139 121 23 47 149 42 1167 745																																	
C.B. BEARS II 18 199 201 A 3.7 23 270 1896 247^ 92v 280^ 74v 229^178^ 51v 51v 137^ 33v 52v108v 29v 29v 323^234^ 1156 733																																	
SAT. 8.30A 30 NBC CA 99 99 B 4.3 26 313 1965 197 83 222 124 189 157 LT 18 216 120 155 128 19 41 205 89 1322 815																																	
CBS SAT. FILM FESTIVAL 13 155 160 A 6.3 21 459 1658 320 79^ 349 144^ 179^101^ 70^159^ 436 244^ 334 229^ 44v102^ 321 165^ 552 225^																																	
SAT. 1.30P 30 CBS CL 85 84 B 4.3 15 313 1716 388 117 429 217 266 191 60 122 352 177 278 199 34 55 292 176 643 303																																	
CBS SPORTS SPECTACULAR 16 142 156 A 8.6 20 627 1671 522 208 581 197 297 276 107^215 700 324 436 348 83^235 118^ 49^ 272 218																																	
SAT. 4.30P 90 CBS SA 87 89 B 7.0 18 510 1587 476 147 516 194 298 261 89 176 707 280 445 378 105 216 149 48 215 147																																	
4.30 - 5.00 A 7.4 19 539 1712 480 152^ 534 180^ 277 274 83^180^ 743 363 507 412 48v216^ 134^ 57^ 301 229																																	
5.00 - 5.30 A 9.4 22 685 1653 512 214 567 200 305 284 93^195 707 330 434 334 74^241 100^ 43v 279 233																																	
5.30 - 6.00 A 9.1 20 663 1638 570 248 633 210 307 264 139^267 648 278 373 303 119^245 118^ 46^ 239 196																																	
CHALLENGE OF THE SEXES 2 140 A 6.0 22 437 1574 370^151^ 370^112v 234^162^ 68v112v 758 423^ 551 456^ 134v146^ 232^ 92v 214^ 151^																																	
CONT'D																																	



FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A



FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)												
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11											
WEEKEND DAYTIME CONT'D																																					
NCAA BASKETBALL GA-CONT'D																																					
1	SUN.	1.00P	129	NBC	SE	95	96	B	6.3	16	459	1673	463	227	513	157	259	257	107	206	898	400	525	420	154	291	130	26	132	105							
2	SUN.	4.00P	123					A	4.2	14	306	1572	517	98	540	120	120	307	170	233	883	472	490	218	175	374	149	LT	LT	LT							
		1.00 -	1.30					A	4.6	14	335	1618	436	197	457	182	250	301	120	156	1016	491	565	444	162	365	145	LT	LT	LT							
		1.30 -	2.00					A	4.7	13	343	1738	496	175	522	216	294	353	131	169	1027	517	607	391	129	330	189	LT	LT	LT							
		2.00 -	2.30					A	5.3	14	386	1707	497	122	523	222	292	335	142	181	1042	516	598	398	133	359	119	LT	23	LT							
		2.30 -	3.00					A	7.2	19	525	1472	412	282	444	139	235	232	164	164	789	303	494	450	205	239	100	LT	139	116							
		4.00 -	4.30					A	7.8	19	569	1620	434	285	486	168	268	240	121	180	829	332	528	467	181	241	101	35	204	137							
		4.30 -	5.00					A	9.3	22	678	1888	443	277	512	206	313	250	84	168	870	351	526	499	151	228	161	78	345	273							
		5.00 -	5.30					A	10.6	24	773	1788	424	241	499	200	320	266	65	156	790	309	478	465	130	223	179	106	320	257							
NCAA BASKETBALL GAME 2(S)																																					
1	SUN.	3.09P	119	NBC	SE	98		A	7.1	16	518	1653	436	148	447	103	217	237	157	195	1073	501	701	559	124	307	97	20	36	31							
		3.00 -	3.30					A	6.4	16	467	1730	498	176	551	186	302	322	161	201	1112	555	739	524	140	337	67	LT	LT	LT							
		3.30 -	4.00					A	6.7	16	488	1764	513	173	531	123	238	298	183	233	1141	473	718	555	159	351	92	22	LT	LT							
		4.00 -	4.30					A	6.9	15	503	1606	432	168	432	90	174	188	159	229	1060	456	668	551	135	308	76	13	38	38							
		4.30 -	5.00					A	7.6	16	554	1628	366	121	366	57	191	197	153	153	1071	537	729	610	119	270	131	46	60	60							
PHOENIX OPEN GOLF-SAT.(S)																																					
1	SAT.	3.30P	60	CBS	SE	81		A	4.7	13	343	2114	377	LT	427	74	176	239	81	188	812	273	389	372	70	294	624	220	251	188							
		3.30 -	4.00					A	4.4	12	321	2296	304	LT	335	53	161	213	78	122	796	277	417	340	46	257	830	290	335	252							
		4.00 -	4.30					A	4.9	13	357	1964	438	LT	508	92	186	259	82	249	827	263	361	405	88	328	453	160	176	129							
PHOENIX OPEN HIGHLIGHTS(S)																																					
1	SUN.	3.56P	10	CBS	SC	99		A	10.8	25	787	1507	445	127	465	175	242	257	71	165	794	284	479	516	107	232	187	98	61	61							
PRO BOWLERS TOUR																																					
1	SAT.	3.30P	90	ABC	SE	94	166	A	9.7	26	707	1699	592	246	642	183	329	290	123	250	695	263	390	343	119	264	176	67	186	93							
2	SAT.	3.00P	90			94	95	B	8.7	24	634	1738	590	209	651	187	328	292	116	255	720	254	374	340	143	294	185	60	182	106							
		3.00 -	3.30					A	7.5	23	547	1896	831	354	884	275	469	375	178	330	673	273	440	358	110	218	146	95	193	72							
		3.30 -	4.00					A	9.1	25	663	1644	584	236	616	192	312	258	112	245	714	285	398	349	128	268	152	45	162	75							
		4.00 -	4.30					A	10.4	27	758	1745	595	246	663	187	360	318	114	237	688	246	377	349	115	267	173	70	221	102							
		4.30 -	5.00					A	11.4	26	831	1605	456	199	504	103	223	240	118	236	700	253	371	306	130	291	235	82	166	126							
RED HAND GANG																																					
1	SAT.	12.30P	10	NBC	CL	91	170	A	5.8	20	423	1794	244	76	244	147	215	125	13	22	346	228	242	170	104	104	345	153	859	600							
2	SAT.	12.30P	30					B	4.7	18	343	1698	362	109	387	151	259	209	60	104	320	141	187	120	63	116	260	118	731	460							
SCHOOLHOUSE ROCK- 8.55AM																																					
SAT.		8.55A	4	ABC	CA	99	188	A	5.6	32	408	1446	169	42	169	140	152	131	LT	LT	71	32	71	71	LT	LT	238	122	968	608							
						99	98	B	5.7	32	416	1714	212	86	238	142	178	144	17	46	135	73	111	84	19	21	212	88	1129	695							
SCHOOLHOUSE ROCK-10.25AM																																					
SAT.		10.25A	4	ABC	CA	99	189	A	9.1	34	663	1976	288	124	306	227	257	148	14	14	195	164	189	126	LT	LT	268	155	1207	790							
						99	99	B	9.1	36	663	1792	234	79	258	161	201	127	12	43	147	99	122	82	11	18	260	110	1127	734							
SCHOOLHOUSE ROCK-10.55AM																																					
SAT.		10.55A	4	ABC	CA	99	189	A	9.4	34	685	2006	294	143	321	180	214	147	30	72	253	169	195	149	26	46	271	119	1161	834							
						99	99	B	9.0	35	656	1728	243	77	272	166	208	123	16	54	164	87	126	104	17	34	276	116	1016	667							
SCHOOLHOUSE ROCK-11.55AM																																					
SAT.		11.55A	4	ABC	CA	98	187	A	7.3	26	532	2312	440	140	465	280	354	261	28	54	259	162	178	113	63	81	414	329	1174	827							
						98	98	B	7.2	27	525	1893	334	73	356	187	252	165	23	91	240	132	166	118	39	64	317	167	980	630							
SCHOOLHOUSE ROCK-10.55AM																																					
2	SUN.	10.55A	4	ABC	CA		86	A	4.0	17	292	1798	398	148	398	326	398	250	LT	LT	151	116	151	35	LT	LT	448	108	801	377							
							63	B	2.9	14	211	1600	305	105	333	205	263	154	33	51	171	109	147	116	LT	LT	234	85	862	548							
SCHOOLHOUSE ROCK-11.55AM																																					
2	SUN.	11.55A	4	ABC	CA		126	A	3.9	16	284	1933	435	113	435	181	181	123	LT	254	422	275	352	251	70	70	294	198	782	577							
							79	B	3.3	14	241	1613	421	154	442	203	292	205	37	134	384	234	292	224	70	71	170	67	617	425							

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KEY: A=CURRENT REPORT B=SEASON AVERAGE



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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. % %	AVG. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17) TOTAL FEM.					CHILDREN (2-11) TOTAL 6-11												
															18- 34	18- 49	25- 54	55- 64	55+ 65+	18- 34	18- 49	25- 54	55- 64	55+ 65+													
WEEKEND DAYTIME CONT'D															A	7.4	22	539	1588	490	178^	490	126^	272^	272^	85v	154^	881	405^	569	485	181^	263^	98v	LT	119^	19v
WORLD SERIES-AUTO -CONT'D															A	7.9	22	576	1500	395^	224^	395^	123^	216^	260^	66v	135^	861	380^	515	503	162^	286^	76v	LT	168^	31v
2.30 - 3.00																																					
3.00 - 3.30																																					



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JAN. 9, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,690 22.9				24,570 33.7								
	ABC TV							Lucan	(CP)				ABC Monday Night Movie					
	AVERAGE AUDIENCE (Households (000) & %)					14,070 19.3		18.4*		20.2*	25.3	23.6*		26.5*		25.7*		25.3*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					27 17.6		27 *		28 *	38	33 *		38 *		39 *		41 *
1	TOTAL AUDIENCE (Households (000) & %)					23,620 32.4						11,300 15.5		11,150 15.3				
	CBS TV							Variety '77 (8:00-9:30PM)	(CP)			Betty White Show				Switch		
	AVERAGE AUDIENCE (Households (000) & %)					14,580 20.0		20.7*		20.9*		18.4*	9,700 13.3		8,600 11.8	12.1*		11.5*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					28 20.9		30 *		29 *		26 *	19		18	18 *		19 *
2	TOTAL AUDIENCE (Households (000) & %)					19,680 27.0				27,560 37.8								
	NBC TV							Little House On The Prairie	(CP)				NBC Monday Night Movies					
	AVERAGE AUDIENCE (Households (000) & %)					16,550 22.7		22.0*		23.4*	18,080 24.8	25.7*		25.7*		24.7*		23.2*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					32 21.6		32 *		33 *	37	36 *		37 *		38 *		37 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,400 22.5				25,880 35.5								
	ABC TV							Lucan	(CP)				American Music Awards (9:00-11:00PM)					
	AVERAGE AUDIENCE (Households (000) & %)					13,710 18.8		18.1*		19.5*	18,880 25.9	25.8*		27.1*		26.3*		24.3*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					27 17.7		27 *		28 *	38	36 *		38 *		38 *		38 *
2	TOTAL AUDIENCE (Households (000) & %)					11,300 15.5				12,760 17.5		13,850 19.0		11,370 15.6				
	CBS TV							Logan's Run	(CP)		Maude		Fighting Nightingales (9:30-10:00PM)			Switch		
	AVERAGE AUDIENCE (Households (000) & %)					8,970 12.3		12.3*		12.4*	11,450 15.7		11,960 16.4		9,550 13.1	13.1*		13.2*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					18 12.6		18 *		18 *	22		23		20	19 *		20 *
2	TOTAL AUDIENCE (Households (000) & %)					25,000 34.3				24,280 33.3								
	NBC TV							Little House On The Prairie	(CP)				NBC Monday Night Movies					
	AVERAGE AUDIENCE (Households (000) & %)					22,380 30.7		29.8*		31.5*	17,640 24.2	25.6*		23.5*		24.0*		23.7*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					45 28.9		44 *		45 *	35	36 *		33 *		35 *		37 *
TV HOUSEHOLDS USING TV		WK 1	63.8	64.8	65.0	66.8	68.8	69.5	71.1	71.8	71.1	71.4	69.5	68.4	66.5	64.7	63.6	60.7
(See Def. 1)		WK 2	64.5	66.6	66.6	66.9	67.0	68.1	68.7	70.3	71.6	71.9	71.0	70.6	69.3	67.7	66.1	63.5

U. S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. MON. JAN. 16, 1978



# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. JAN. 10, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					29,010 39.8		29,010 39.8		22,450 30.8		18,230 25.0		18,880 25.9				
	ABC TV							Happy Days	Laverne and Shirley	Three's Company		Soap	(OP)		Family			
	AVERAGE AUDIENCE (Households (000) & %)					25,950 35.6		27,410 37.6		21,290 29.2		16,840 23.1		16,330 22.4		21.9*		22.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					52 33.8	37.5	53 37.5	37.7	41 29.2	29.3	33 23.6	22.6	37 21.7	35 *	22.1	23.3	39 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,810 16.2				20,190 27.7		20,480 28.1		20,700 28.4				
	CBS TV							The Fitzpatricks	(OP)	M*A*S*H		One Day at a Time			Lou Grant			
	AVERAGE AUDIENCE (Households (000) & %)					8,750 12.0	11.1*			18,370 25.2		19,250 26.4		17,130 23.5		23.2*		23.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 11.2	16 *	13.0*	13.3	18 *	35	38	26.5	23.9	37 *	23.5	24.3	41 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,130 23.5								11,880 16.3				
	NBC TV							Man From Atlantis (R)(OP)							NBC Reports "LAND OF HYPER AND GLORY" (10:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)					9,700 13.3	13.9*		13.0*	12.3*		14.0*		7,800 10.7		12.8*		8.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 14.4	20 *	13.4	18 *	17 *		20 *	13.9	18	20 *	11.7	8.7	15 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					28,500 39.1		29,380 40.3		23,180 31.8		17,130 23.5		16,840 23.1				
	ABC TV							Happy Days	Laverne and Shirley	Three's Company		Soap	(OP)		Family			
	AVERAGE AUDIENCE (Households (000) & %)					26,240 36.0		27,050 37.1		22,090 30.3		15,820 21.7		14,650 20.1		20.8*		19.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					51 34.5	37.6	52 37.1	37.1	42 30.3	30.4	32 22.4	21.0	32 20.8	32 *	20.7	19.9	32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,700 13.3				15,310 21.0		17,280 23.7		16,330 22.4				
	CBS TV							CBS News Special "CHARLIE COMPANY AT HOME: THE VETERANS OF VIETNAM" (8:00-9:00PM)	(OP)	M*A*S*H		One Day at a Time			Lou Grant			
	AVERAGE AUDIENCE (Households (000) & %)					7,290 10.0	9.9*		10.1*	14,070 19.3		16,040 22.0		14,290 19.6		19.6*		19.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14 10.4	9.4	10.0	14 *	27	19.4	32	21.9	31	31 *	19.5	19.8	32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,360 29.3												
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					13,120 18.0	17.3*		17.7*		17.0*		18.0*		19.0*			19.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 17.6	25 *	17.5	25 *		24 *		27 *		30 *			31 *
TV HOUSEHOLDS USING TV WK 1		63.6	64.1	64.5	66.6	68.1	69.4	69.9	71.4	71.4	72.1	70.1	69.0	63.8	62.2	59.8	57.0	
(See Def. 1)		63.6	64.6	65.3	67.3	69.5	70.9	70.9	71.2	71.3	71.9	68.4	67.3	64.5	63.9	62.6	60.2	

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. TUE. JAN. 17, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JAN. 11, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					20,120 27.6				21,290 29.2				14,870 20.4				
	ABC TV								Eight Is Enough			Charlie's Angels	(OP)			Baretta		
	AVERAGE AUDIENCE (Households (000) & %)					16,910 23.2				18,590 25.5				12,250 16.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 21.3	21.9* 22.5		24.6* 24.8	36* 25.1	25.3* 25.4	38* 25.9	25.7* 25.5	39* 16.8	28 16.8	16.8* 17.0	27* 16.7	16.8* 16.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,670 21.5		15,310 21.0		19,970 27.4								
	CBS TV							Good Times	Alice (8)			CBS Wednesday Night Movie "VIGILANTE FORCE" (9:00-10:47PM) (OP)						(1)
	AVERAGE AUDIENCE (Households (000) & %)					14,510 19.9		14,220 19.5		14,000 19.2		19.1* 29*	18.0* 27*		20.2* 33*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 19.5	20.3	29 19.1	36 19.8	30 19.4	29* 18.8	29* 18.1	27* 17.9	27* 20.1	33* 20.3	33* 20.1	31* 16.0	31* 16.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,550 22.7				15,530 21.3				16,110 22.1				
	NBC TV								Life and Times of Grizzly Adams	(OP)		Black Sheep Squadron				Police Woman		
	AVERAGE AUDIENCE (Households (000) & %)					13,780 18.9			17.9* 27*	19.8* 29*	13,340 18.3	17.8* 27*	18.8* 28*	13,270 18.2	18.2* 31	18.2* 30*	18.2* 31*	18.2* 31*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 17.4	27* 18.4	29* 19.5	27* 20.1	27* 20.1	27* 17.3	27* 18.3	28* 18.7	28* 19.0	31 18.2	30* 18.2	31* 18.0	31* 18.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,140 29.0				23,470 32.2				15,090 20.7				
	ABC TV								Eight Is Enough			Charlie's Angels	(OP)			Baretta		
	AVERAGE AUDIENCE (Households (000) & %)					17,790 24.4				19,390 26.6		26.2* 38*	27.0* 39*	12,170 16.7	17.2* 27*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 22.6	23.0* 23.3	25.8	25.8* 25.8	37* 25.7	39 26.7	38* 27.4	39* 26.7	28* 17.9	27* 16.6	27* 16.3	27* 15.9	27* 15.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,410 18.4		19,680 27.0				22,230 30.5						
	CBS TV							Good Times	Monte Carlo Circus Festival (8:30-9:30PM)	(OP)				Entertainer of the Year Awards (9:30-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					12,540 17.2		14,290 19.6		17.6* 25*		16,550 21.7* 32*	22.7 36	21.6* 31*	24.7* 39*			21.7* 36*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 17.2	17.1	29 16.6	25* 18.6	27 21.9	26* 21.4	36 21.2	31* 22.0	31* 25.2	39* 24.1	39* 22.6	36* 20.9	36* 20.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,280 23.7				16,180 22.2				16,110 22.1				
	NBC TV								Life and Times of Grizzly Adams	(OP)		Black Sheep Squadron				Police Woman		
	AVERAGE AUDIENCE (Households (000) & %)					14,140 19.4			19.2* 28*	19.6* 28*	13,490 18.5	17.9* 26*	19.0* 28*	13,560 18.6	18.6* 30	18.6* 29*	18.7* 31*	18.7* 31*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 18.7	28* 19.8	20.0	28* 19.3	27 17.4	26* 18.3	26* 18.9	28* 19.1	30 18.5	29* 18.7	29* 18.8	31* 18.6	31* 18.6
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		63.6	64.6	63.9	64.7	65.4	66.6	67.2	68.2	66.5	66.7	66.7	66.7	61.6	60.8	60.2	55.7	
WK 2		61.1	63.4	64.4	66.0	66.8	68.0	68.7	69.6	68.2	68.3	68.7	68.6	64.4	62.0	60.4	58.5	

U. S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JAN. 12, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					20,190 27.7		18,440 25.3		20,270 27.8		18,010 24.7		13,190 18.1				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					19,170 26.3				19,320 26.5				19,320 26.5				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					16,040 22.0				12,760 17.5				15,020 20.6				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					17,570 24.1		16,690 22.9						14,800 20.3		12,680 17.4		
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					18,740 25.7							15,090 20.7	17,860 24.5				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					16,910 23.2								16,330 22.4				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>TV HOUSEHOLDS USING TV WK 1</b>	60.2	61.2	62.0	64.2	66.3	67.5	67.8	68.1	67.4	68.2	68.0	67.0	60.6	59.1	57.4	56.2	
<b>(See Def. 1) WK 2</b>	59.7	61.8	62.4	63.7	66.1	68.1	69.2	69.3	66.5	65.7	64.2	63.6	61.5	61.6	59.9	58.2	

U. S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "STATE OF THE UNION ANALYSIS", ABC, (9:53-10:00PM)(SUS.). (3) "STATE OF THE UNION ANALYSIS", NBC, (9:52-10:00PM)(SUS.).

(2) "STATE OF THE UNION ANALYSIS", CBS, (9:52-10:00PM)(S).

EVE. THU. JAN. 19, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. JAN. 13, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,370 25.2				25,440 34.9								
	<b>ABC TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)					13,710 18.8				17,200 23.6								
	SHARE OF AUDIENCE %					30	17.6*			31*	19.8*			24.1*		25.2*		25.2*
	AVG. AUD. BY ¼ HR. %					17.5	17.8	15.8		20.1	19.8		23.4	24.7	25.0	25.4	26.0	24.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,460 26.7				24,060 33.0								
	<b>CBS TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)					14,510 19.9				15,600 21.4								
	SHARE OF AUDIENCE %					31	19.7*			31*	21.0*			22.1*		21.6*		20.8*
	AVG. AUD. BY ¼ HR. %					19.7	19.7	20.2		20.1	21.0		22.1	22.0	22.0	21.3	21.0	20.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,870 20.4		17,200 23.6					10,280 14.1					
	<b>NBC TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)					13,410 18.4		12,830 17.6					6,200 8.5					
	SHARE OF AUDIENCE %					29		17.0*				18.2*	10.0*			8.1*		7.6*
	AVG. AUD. BY ¼ HR. %					18.1	18.6	16.6		17.3	18.2	18.2	11.0	8.9	8.1	8.1	7.5	7.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,880 25.9				21,210 29.1								
	<b>ABC TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)					15,240 20.9				16,480 22.6								
	SHARE OF AUDIENCE %					32	20.5*			32*	22.8*			22.8*		22.6*		22.0*
	AVG. AUD. BY ¼ HR. %					19.9	21.1	21.0		21.7	23.0	23.1	22.6	22.7	22.5	22.2		21.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,500 24.0				15,240 20.9								
	<b>CBS TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)					14,430 19.8				11,080 15.2								
	SHARE OF AUDIENCE %					30	19.4*			30*	16.5*			15.2*		14.7*		14.5*
	AVG. AUD. BY ¼ HR. %					19.0	19.7	20.2		20.3	15.8	15.4	15.0	14.8	14.6	14.7		14.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,060 23.4				20,700 28.4				19,900 27.3				
	<b>NBC TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)					14,000 19.2				17,500 24.0				17,130 23.5				
	SHARE OF AUDIENCE %					29	19.2*			29*	23.2*			24.7*		23.6*		23.4*
	AVG. AUD. BY ¼ HR. %					19.1	19.3	19.1		19.2	24.1	24.5	24.9	23.7	23.5	23.6		23.2
TV HOUSEHOLDS USING TV WK		58.9	60.1	60.5	61.1	62.3	63.1	63.6	64.8	65.5	65.8	63.8	62.6	61.8	60.9	59.3	57.1	
(See Def. 1)		62.5	63.8	63.8	65.3	65.3	66.6	66.2	67.0	66.2	66.2	65.9	65.5	64.2	63.1	62.5	61.1	



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 14, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)						12,390 17.0		13,560 18.6		19,100 26.2				20,190 27.7				
	ABC TV							Tabitha	Operation Petticoat		Starsky & Hutch		(OP)			Love Boat			
	AVERAGE AUDIENCE (Households (000) & %)						11,300 15.5		12,540 17.2		15,670 21.5		20.5*		17,570 24.1		24.2*		24.0*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						25 15.3	15.7	28 16.8	17.6	34 20.0	32* 20.9	36* 22.3	36* 22.7	41 24.1	41* 24.2	41* 24.1	42* 23.8	
W E K 2	TOTAL AUDIENCE (Households (000) & %)						16,400 22.5		15,450 21.2		19,030 26.1		15,820 21.7		19,250 26.4				
	CBS TV							Bob Newhart Show	Rhoda (B)	(OP)	The Jeffersons		Tony Randall Show		Super Night at the Super Bowl (10:00-11:34PM)(1)				
	AVERAGE AUDIENCE (Households (000) & %)						14,510 19.9		14,510 19.9		17,570 24.1		14,360 19.7		12,900 17.7		17.5*		17.3*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						32 19.6	20.3	32 19.6	20.2	38 23.6	32 24.6	32 19.8	32 19.5	32 17.9	30* 17.2	30* 17.4	30* 17.2	
W E K 2	TOTAL AUDIENCE (Households (000) & %)						17,420 23.9				14,650 20.1								
	NBC TV								Bionic Woman		(OP)		NBC Saturday Night at the Movies "POLICE STORY: RIVER OF PROMISES" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)						13,490 18.5	18.2*		18.9*	10,130 13.9	13.2*		13.9*		14.5*		14.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						30 17.8	29* 18.6	30* 19.0	30* 18.8	23 13.7	21* 13.2	23* 13.9	23* 14.0	23* 14.6	24* 16.6	24* 16.6	25* 16.5	25* 13.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)						14,800 20.3		14,730 20.2		25,730 35.3								
	ABC TV							What's Happening	Operation Petticoat		(OP)				Love Boat				
	AVERAGE AUDIENCE (Households (000) & %)						13,270 18.2		13,850 19.0		19,390 26.6		24.5*		26.3*		27.9*		27.7*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						30 17.2	31 19.1	31 18.9	44 19.2	40* 24.0	40* 25.0	44* 26.3	44* 26.4	46* 27.5	46* 28.2	46* 28.0	47* 28.0	47* 27.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)						15,090 20.7		13,710 18.8		13,710 18.8		11,150 15.3		10,130 13.9				
	CBS TV							Bob Newhart Show	Annie Flynn (8:30-9:00PM)		(OP)	The Jeffersons		Tony Randall Show			Kojak		
	AVERAGE AUDIENCE (Households (000) & %)						13,630 18.7		12,320 16.9		12,030 16.5		10,210 14.0		8,240 11.3		11.1*		11.6*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						31 18.4	19.0	27 17.1	16.7	27 16.5	23 16.4	23 14.2	23 13.8	19 10.7	19 11.5	18* 11.7	18* 11.7	20* 11.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)						15,670 21.5				15,600 21.4								
	NBC TV								Bionic Woman		(OP)		NBC Saturday Night at the Movies "STANDING TALL" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)						12,250 16.8	15.8*		17.8*	11,520 15.8	15.2*		15.8*		16.1*		16.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						28 15.8	26* 15.7	26* 17.6	29* 17.9	26 15.5	25* 15.0	26* 15.7	26* 15.8	26* 16.1	27* 16.0	27* 15.9	27* 15.9	27* 16.3
TV HOUSEHOLDS USING TV WK 1			58.6	59.6	61.4	62.2	62.8	62.6	62.0	62.9	63.2	63.4	61.8	61.6	59.8	58.7	58.1	56.9	
(See Def. 1)			56.7	57.7	58.2	59.4	59.9	61.0	61.3	61.7	61.4	60.8	60.2	60.5	60.0	60.3	59.4	58.6	



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 15, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	TOTAL AUDIENCE (Households (000) & %)		10,640 14.6				14,220 19.5				22,020 30.2									
	ABC TV		Hardy Boys/Nancy Drew Mysteries "HARDY BOYS" (R) → Six Million Dollar Man (R) → ABC Sunday Night Movie "LAW AND DISORDER" (9:00-10:48PM) (1) (2)																	
	AVERAGE AUDIENCE (Households (000) & %)		7,800 10.7	9.7*		11.7*	14.6	13.9*	15.2*	17.8	17.3*	17.4	16.8	17.0*	24 *	19.2*	30 *	19.1	18.0	15.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		15 9.0	14 *	11.3	12.2	13.3	14.5	14.9	15.5	17.3	17.4	16.8	17.2	19.3	19.1	18.0	15.0		
W E K 2	TOTAL AUDIENCE (Households (000) & %)															23,770 32.6			23,790 34.0	
	CBS TV		Super Bowl XII Game "DENVER VS. DALLAS" (6:15-9:33PM) → Super Bowl XII Post (9:53-10:17PM)(3) → All In The Family(OP) (10:17-10:47PM)(3) (4)																	
	AVERAGE AUDIENCE (Households (000) & %)																22,160 30.4		18,740 25.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																30.2	30.8	27.2	
W E K 3	TOTAL AUDIENCE (Households (000) & %)		17,350 23.8								16,770 23.0									
	NBC TV		Willy Wonka and the Chocolate Factory (7:00-9:00PM)(R) → Big Event "A LOVE AFFAIR: THE ELEANOR AND LOU GEHRIG STORY" (9:00-11:00PM)																	
	AVERAGE AUDIENCE (Households (000) & %)		10,790 14.8	12.7*		15.1*	16.0*	15.3*	12.6	10.4*	12.0*	14.0*	14.2*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		21 11.8	18 *	14.6	21 *	22 *	21 *	19	15 *	17 *	22 *	14.2	14.3						
W E K 4	TOTAL AUDIENCE (Households (000) & %)		15,020 20.6				18,880 25.9				26,970 37.0									
	ABC TV		Hardy Boys/Nancy Drew Mysteries "HARDY BOYS" (OP) → Six Million Dollar Man (OP) → ABC Sunday Night Movie "THE MAN WITH THE GOLDEN GUN" (9:00-11:30PM)(R)																	
	AVERAGE AUDIENCE (Households (000) & %)		12,030 16.5	15.5*		17.5*	20.2*	22.4*	17,860 24.5	23.3*	24.1*	25.4*	25.8*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		25 14.5	24 *	17.4	25 *	29 *	32 *	38	33 *	34 *	38 *	41 *							
W E K 5	TOTAL AUDIENCE (Households (000) & %)		23,180 31.8				17,350 23.8		15,670 21.5		16,550 22.7		15,090 20.7		13,410 18.4					
	CBS TV		60 Minutes → Rhoda → On Our Own (OP) → All In The Family → Alice → Carol Burnett Show																	
	AVERAGE AUDIENCE (Households (000) & %)		19,680 27.0	26.1*		28.0*	15,890 21.8	14,580 20.0	15,160 20.8		13,850 19.0		10,570 14.5							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		40 25.1	40 *	28.1	41 *	31	29	29	20.9	20.6	18.7	19.2	15.9	14.9	14.4	12.9			
W E K 6	TOTAL AUDIENCE (Households (000) & %)		16,620 22.8				27,560 37.8													
	NBC TV		Wonderful World of Disney "JOURNEY TO THE VALLEY OF THE EMU" → Big Event "50 YEARS OF COUNTRY MUSIC" (8:00-11:00PM)																	
	AVERAGE AUDIENCE (Households (000) & %)		13,340 18.3	17.7*		18.8*	18,300 25.1	25.7*	27.2*		25.4*	24.9*	24.5*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		27 17.5	27 *	18.4	27 *	37	37 *	39 *	25.5	36 *	35 *	37 *	24.7	24.2	23.7	21.6			
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)			68.3	69.8	70.5	71.0	71.4	71.8	72.4	72.2	71.5	71.0	70.9	68.3	65.3	61.8	61.1	55.9		
WK 2			63.2	66.6	68.6	69.0	69.0	69.8	69.5	70.6	71.1	71.3	70.6	70.5	67.8	66.2	64.6	61.0		

U.S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	
WEEK 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,670 6.4 AVERAGE AUDIENCE (Households (000) & %) { 4,450 6.1 SHARE OF AUDIENCE % 12 AVG. AUD. BY ¼ HR. % 6.1																		
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 6,710 9.2 AVERAGE AUDIENCE (Households (000) & %) { 6,560 9.0 SHARE OF AUDIENCE % 28 AVG. AUD. BY ¼ HR. % 9.1																		
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 3,790 5.2 AVERAGE AUDIENCE (Households (000) & %) { 2,330 3.2 SHARE OF AUDIENCE % 10 AVG. AUD. BY ¼ HR. % 3.3																		
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,960 6.8 AVERAGE AUDIENCE (Households (000) & %) { 4,880 6.7 SHARE OF AUDIENCE % 20 AVG. AUD. BY ¼ HR. % 6.7																		
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 8,090 11.1 AVERAGE AUDIENCE (Households (000) & %) { 5,390 7.4 SHARE OF AUDIENCE % 29 AVG. AUD. BY ¼ HR. % 8.7																		
WEEK 2	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,670 6.4 AVERAGE AUDIENCE (Households (000) & %) { 4,450 6.1 SHARE OF AUDIENCE % 12 AVG. AUD. BY ¼ HR. % 6.1																		
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 6,710 9.2 AVERAGE AUDIENCE (Households (000) & %) { 6,560 9.0 SHARE OF AUDIENCE % 28 AVG. AUD. BY ¼ HR. % 9.1																		
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 3,790 5.2 AVERAGE AUDIENCE (Households (000) & %) { 2,330 3.2 SHARE OF AUDIENCE % 10 AVG. AUD. BY ¼ HR. % 3.3																		
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,960 6.8 AVERAGE AUDIENCE (Households (000) & %) { 4,880 6.7 SHARE OF AUDIENCE % 20 AVG. AUD. BY ¼ HR. % 6.7																		
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 8,090 11.1 AVERAGE AUDIENCE (Households (000) & %) { 5,390 7.4 SHARE OF AUDIENCE % 29 AVG. AUD. BY ¼ HR. % 8.7																		
<b>TV HOUSEHOLDS USING TV</b>		WK 1	51.6	46.0	39.0	32.6	27.3	23.0	19.2	34.4	30.8	27.2	24.6	21.4	18.9	15.9	13.4	11.6		
(See Def. 1)		WK 2	54.5	47.1	35.0	30.7	24.9	22.2	19.4	36.5	33.4	29.4	26.1	22.7	20.5	17.8	14.9	12.9		

U. S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-34



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 9-13, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			3,500 4.8						3,280 4.5								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			2,700 3.7						2,770 3.8								
	SHARE OF AUDIENCE %			23						21								
	AVG. AUD. BY 1/4 HR. %			3.5		3.9				3.8	3.8							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,550 3.5			4,590 6.3								4,230 5.8		5,690 7.8		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)		1,600 2.2			2,770 3.8								3,500 4.8		4,880 6.7		
	SHARE OF AUDIENCE %		16			20								23		30		
	AVG. AUD. BY 1/4 HR. %		2.0		2.1	3.1		3.5	4.0	4.6				4.6	5.1	6.5	7.0	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			4,230 5.8				4,520 6.2						4,810 6.6		5,470 7.5		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			3,280 4.5				3,720 5.1						3,860 5.3		4,670 6.4		
	SHARE OF AUDIENCE %			27				29						26		29		
	AVG. AUD. BY 1/4 HR. %			4.4		4.5		5.1	5.2					5.0	5.7	6.2	6.5	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			2,480 3.4				3,350 4.6										
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			1,970 2.7				2,770 3.8										
	SHARE OF AUDIENCE %			19				19										
	AVG. AUD. BY 1/4 HR. %			2.6		2.8		3.6	3.9									
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		2,330 3.2			4,450 6.1								4,590 6.3		6,270 8.6		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)		1,390 1.9			2,840 3.9								4,010 5.5		5,390 7.4		
	SHARE OF AUDIENCE %		14			21		19						24		30		
	AVG. AUD. BY 1/4 HR. %		1.8		1.9	3.0		3.7	4.3	4.5				5.2	5.8	7.0	7.8	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			4,450 6.1				5,030 6.9						5,830 8.0		5,980 8.2		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			3,570 4.9				4,080 5.6						4,960 6.8		5,030 6.9		
	SHARE OF AUDIENCE %			30				31						30		28		
	AVG. AUD. BY 1/4 HR. %			4.6		5.1		5.6	5.6					6.4	7.2	6.8	7.1	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		6.1 5.8	8.1 7.9	10.3 9.9	12.6 12.0	14.5 14.1	16.7 16.6	17.4 17.4	18.1 18.4	18.6 19.2	19.9 20.8	20.5 22.1	20.9 22.9	20.6 23.3	21.4 24.4	21.9 24.6	22.7 25.6	

U. S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE-10:58AM", NBC, (10:58-10:59AM)(SUS.).

DAY MON.-FRI. JAN. 16-20, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 9-13, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	6,120 8.4		8,600 11.8		5,030 6.9		7,070 9.7		9,550 13.1				6,120 8.4		6,420 8.8		
	ABC TV	Happy Days		Family Feud		Better Sex		Ryan's Hope		All My Children (1)				\$20,000 Pyramid		One Life to Live (2)		
	AVERAGE AUDIENCE (Households (000) & %)	5,320 7.3		7,440 10.2		4,450 6.1		6,120 8.4		7,290 10.0		10.5*		5,250 7.2		5,690 7.8		8.0*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	30 6.9	7.8	39 9.9	10.5	22 6.0	6.2	30 8.3	8.4	34 10.4		36 *	9.9	32 *	7.0	25 7.9	26 *	8.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,050 8.3		5,470 7.5		6,850 9.4		6,120 8.4				8,750 12.0				8,090 11.1		
	CBS TV	Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow		As The World Turns				Guiding Light (3)				
	AVERAGE AUDIENCE (Households (000) & %)	5,250 7.2		4,740 6.5		6,270 8.6		5,470 7.5				6,560 9.0		5,980 8.2		5,980 8.2		8.7*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	30 7.0	7.3	26 6.3	6.6	32 8.4	8.8	27 7.5	7.5			30 8.2	8.4*	31 *	9.5	26 *	29 *	8.7
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	5,320 7.3		4,520 6.2		3,790 5.2		4,590 6.3		3,650 5.0		7,510 10.3				5,690 7.8		
	NBC TV	Wheel of Fortune		Knockout (4)		To Say The Least		Gong Show (5)		For Richer, For Poorer MTWTF (6)		Days Of Our Lives				The Doctors MTWTF (7)(8)		
	AVERAGE AUDIENCE (Households (000) & %)	4,590 6.3		3,940 5.4		3,350 4.6		3,790 5.2		3,060 4.2		5,540 7.6		5,100 7.0		5,100 7.0		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	26 6.3		21 5.4		17 4.6		19 5.2		15 4.2		25 6.9	7.2*	26 *	8.1	23 6.7	23 *	7.2
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	6,780 9.3		9,190 12.6		5,470 7.5		7,070 9.7		9,400 12.9				8,530 11.7				
	ABC TV	Happy Days		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children (1)				One Life to Live				
	AVERAGE AUDIENCE (Households (000) & %)	5,900 8.1		8,240 11.3		4,810 6.6		6,270 8.6		7,220 9.9		10.1*		6,490 8.9		8.5*		9.4*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	30 7.6	8.7	40 11.0	11.5	22 6.4	6.8	28 8.7	8.6	31 10.1		32 *	9.9	26 8.5	25 *	28 *		9.5
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	6,490 8.9		5,980 8.2		7,140 9.8		7,140 9.8				9,330 12.8				8,680 11.9		
	CBS TV	Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow		As The World Turns				Guiding Light TU-F (9)				
	AVERAGE AUDIENCE (Households (000) & %)	5,690 7.8		5,100 7.0		6,630 9.1		6,340 8.7				7,290 10.0		6,710 9.2		6,710 9.2		9.4*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	29 7.8	7.9	25 6.7	7.2	30 8.9	9.3	29 8.7	8.7			30 9.4	9.6*	31 *	10.5	27 9.4	28 *	9.3
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	5,830 8.0		5,250 7.2		3,720 5.1		5,180 7.1		3,860 5.3		7,870 10.8				6,560 9.0		
	NBC TV	Wheel of Fortune		Knockout (4)		To Say The Least		Gong Show (5)		For Richer, For Poorer TU-F (10)		Days Of Our Lives				The Doctors (8)(11)		
	AVERAGE AUDIENCE (Households (000) & %)	5,030 6.9		4,670 6.4		3,280 4.5		4,230 5.8		3,280 4.5		5,830 8.0		5,980 8.2		5,980 8.2		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	26 6.8	7.0	23 6.3	6.4	15 4.4	4.5	19 5.7	6.0	14 4.7		24 7.5	7.6*	25 *	8.3	24 8.1	24 *	8.4
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		23.6	24.9	25.5	26.7	27.8	28.5	28.0	28.6	29.2	30.0	29.7	30.0	30.2	30.8	29.7	30.6	
TV HOUSEHOLDS USING TV WK 2		26.2	27.4	27.8	28.7	30.4	31.2	30.3	30.7	31.6	32.1	32.2	32.8	33.1	33.3	33.0	34.0	

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U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).  
FOR FOOTNOTES, SEE NEXT TO LAST PAGE.

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

DAY MON.-FRI. JAN. 16-20, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 9-13, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		6,710 9.2			4,810 6.6											9,700 13.3	
	ABC TV	One Life to Live (1)	General Hospital				Edge of Night										ABC Evening News Reasoner/Walters	
	AVERAGE AUDIENCE (Households (000) & %)		5,470 7.5			7.5*	4,370 6.0										8,530 11.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	7.6	22 7.5		7.4	21* 7.5	17 6.1	5.9									19 11.5	12.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			8,600 11.8		6,340 8.7											13,630 18.7	
	CBS TV	Guiding Light (2)(3)	All In The Family MTUWF (3)				Match Game '78 MTUWF (4)										CBS Evening News with Walter Cronkite	
	AVERAGE AUDIENCE (Households (000) & %)			7,510 10.3		5,540 7.6											12,170 16.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	7.7	24* 7.8	29 9.5	11.0	20 7.4	7.9										28 16.6	16.8
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	9,260 12.7															13,120 18.0	
	NBC TV	Another World (5)(6)															NBC Nightly News	
	AVERAGE AUDIENCE (Households (000) & %)	7,220 9.9															11,520 15.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	30 8.6	9.3* 9.8	29* 10.7	10.6* 10.4	30* 10.4											26 15.4	16.1
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	7,950 10.9				5,030 6.9											9,550 13.1	
	ABC TV	General Hospital TU-F (7)				Edge of Night TU-F (7)											ABC Evening News Reasoner/Walters	
	AVERAGE AUDIENCE (Households (000) & %)	6,050 8.3				4,450 6.1											8,240 11.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	23 8.6	8.5* 8.3		8.2* 8.2	22* 8.1	16 6.2	6.0									19 11.2	11.4
W E E K 5	TOTAL AUDIENCE (Households (000) & %)			8,380 11.5		5,900 6.9											13,780 18.9	
	CBS TV	Guiding Light TU-F (8)	All In The Family TU-F (8)				Match Game '78 TU-F (8)		Special (OP)								CBS Evening News with Walter Cronkite	
	AVERAGE AUDIENCE (Households (000) & %)			7,290 10.0		5,100 7.0											12,470 17.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	9.0	8.9* 8.8	25* 9.6	28 10.6	18 6.7	7.4										28 17.0	17.3
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	9,910 13.6															13,270 18.2	
	NBC TV	Another World TU-F (6)(9)															NBC Nightly News	
	AVERAGE AUDIENCE (Households (000) & %)	8,090 11.1															11,740 16.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	31 10.3	10.7* 11.0	30* 11.6	11.5* 11.5	31* 11.5											27 15.8	16.4
TV HOUSEHOLDS USING TV		WFX 1 (See Def. 1)	31.7	33.4	34.8	36.4	36.2	37.8	38.5	40.3	42.6	45.2	47.3	50.3	55.0	57.3	59.0	61.0
		WYK 2	34.8	36.3	37.0	38.1	38.0	39.7	40.5	42.5	44.3	46.0	47.7	50.9	56.0	58.6	59.7	61.1

U. S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 14, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						3,720 5.1		5,540 7.6		5,470 7.5		8,160 11.2		8,820 12.1		9,190 12.6		
	ABC TV						All New Super-Friends I		All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II		Scooby's All-Star Laff-A-Lympics III (OP)		Scooby's All-Star Laff-A-Lympics IV (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						2,920 4.0		4,300 5.9		4,810 6.6		6,850 9.4		6,780 9.3		7,870 10.8		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						37 3.3	4.7	37 5.7	6.1	31 6.0	7.2	38 9.4	9.4	36 9.9	8.7	40 10.9	10.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						2,700 3.7		4,080 5.6		6,490 8.9		8,600 11.8		9,040 12.4		7,730 10.6		
	CBS TV						Skatebirds I (OP)		Skatebirds II (OP)		Bugs Bunny/Road Runner I		Bugs Bunny/Road Runner 2 (OP)		Bugs Bunny/Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						1,970 2.7		3,210 4.4		5,540 7.6		7,360 10.1		7,800 10.7		6,490 8.9		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						23 2.3	3.2	26 3.8	5.0	34 6.8	8.4	39 9.8	10.3	40 10.3	11.1	32 8.9	32 9.0	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						2,260 3.1		3,130 4.3		3,650 5.0		3,350 4.6		2,700 3.7		2,190 3.0		
	NBC TV						C.B. Bears I		C.B. Bears II		Space Sentinels		Superwitch		Bang Shang Lalapalooza		I am the Greatest		
	AVERAGE AUDIENCE (Households (000) & %)						1,680 2.3		2,410 3.3		2,920 4.0		2,550 3.5		2,190 3.0		1,820 2.5		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						21 2.0	2.7	21 2.8	3.8	19 4.0	4.1	14 4.0	3.1	12 2.7	3.2	9 2.1	9 2.8	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						3,860 5.3		4,520 6.2		4,810 6.6		7,870 10.8		8,530 11.7		8,680 11.9		
	ABC TV						All New Super-Friends I		All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II		Scooby's All-Star Laff-A-Lympics III (OP)		Scooby's All-Star Laff-A-Lympics IV (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						2,920 4.0		3,790 5.2		4,450 6.1		6,850 9.4		7,070 9.7		7,070 9.7		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						38 3.4	4.7	33 5.2	5.2	29 5.8	6.5	37 9.1	9.7	36 10.1	9.4	36 10.4	9.0	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						2,620 3.6		4,300 5.9		7,000 9.6		8,890 12.2		9,910 13.6		8,680 11.9		
	CBS TV						Skatebirds I (OP)		Skatebirds II (OP)		Bugs Bunny/Road Runner I		Bugs Bunny/Road Runner 2 (OP)		Bugs Bunny/Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						1,750 2.4		3,210 4.4		5,980 8.2		7,510 10.3		8,460 11.6		7,220 9.9		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						21 2.1	2.7	26 3.9	4.9	38 7.4	9.0	39 10.1	10.5	42 11.1	12.1	36 9.8	10.1	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						2,550 3.5		3,430 4.7		3,940 5.4		3,130 4.3		3,430 4.7		3,570 4.9		
	NBC TV						C.B. Bears I		C.B. Bears II (1)		Space Sentinels (2)		Superwitch		Bang Shang Lalapalooza		I am the Greatest		
	AVERAGE AUDIENCE (Households (000) & %)						1,970 2.7		2,990 4.1		3,350 4.6		2,770 3.8		2,770 3.8		2,770 3.8		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						26 2.5	2.9	26 3.7	4.4	22 4.2	5.0	15 3.7	3.9	14 3.6	3.9	14 3.4	4.2	
TV HOUSEHOLDS USING TV WK		WK 1	3.3	4.3	5.5	7.5	10.1	12.8	15.2	18.7	21.4	23.8	25.8	26.3	26.4	26.8	26.9	28.1	
(See Def. 1)		WK 2	3.6	4.6	6.1	7.8	10.4	13.1	15.7	18.1	20.6	23.1	25.7	26.5	27.5	28.0	27.8	27.6	

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "NBC JR. HALL OF FAME", NBC, (8:58-9:00AM)(SUS.).  
(2) "NBC JR. HALL OF FAME", NBC, (9:28-9:30AM)(SUS.).

DAY SAT. JAN. 21, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 14, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			6,120 8.4		5,830 8.0		6,850 9.4									8,530 11.7	
AVERAGE AUDIENCE (Households (000) & %)			5,250 7.2		4,960 6.8		4,080 5.6		5.1*		6.0*					5,610 7.7	7.4*
SHARE OF AUDIENCE %			25		23		18		17*		19*					22	22*
AVG. AUD. BY ¼ HR. %			7.1	7.3	6.4	7.2	5.4	4.9	5.6	6.3						7.4	7.4
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	10,640 14.6		9,700 13.3		8,090 11.1		8,600 11.8		7,070 9.7		6,050 8.3						
AVERAGE AUDIENCE (Households (000) & %)	8,530 11.7		8,160 11.2		7,000 9.6		7,290 10.0		5,980 8.2		5,180 7.1						
SHARE OF AUDIENCE %	40		38		32		32		26		22						
AVG. AUD. BY ¼ HR. %	10.8	12.5	10.8	11.6	9.6	9.6	9.7	10.3	8.1	8.3	7.0	7.2					
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			3,940 5.4		4,080 5.6		3,650 5.0										
AVERAGE AUDIENCE (Households (000) & %)			3,500 4.8		3,650 5.0		3,860 5.3										
SHARE OF AUDIENCE %			17		17		17										
AVG. AUD. BY ¼ HR. %			4.8	4.9	5.0	4.9	5.3										
<b>1</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	6,710 9.2		7,510 10.3		4,670 6.4		6,630 9.1										
AVERAGE AUDIENCE (Households (000) & %)	6,050 8.3		6,490 8.9		4,080 5.6		4,370 6.0		5.8*		6.2*						
SHARE OF AUDIENCE %	30		33		21		21		20*		21*						
AVG. AUD. BY ¼ HR. %	8.4	8.2	9.5	8.2	5.4	5.9	5.6	6.1	6.2	6.1							
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	8,530 11.7		7,000 9.6		6,560 9.0		7,440 10.2		5,250 7.2		4,590 6.3						
AVERAGE AUDIENCE (Households (000) & %)	7,730 10.6		6,050 8.3		5,900 8.1		5,980 8.2		4,450 6.1		3,940 5.4						
SHARE OF AUDIENCE %	38		31		30		28		21		19						
AVG. AUD. BY ¼ HR. %	10.6	10.7	8.4	8.2	8.0	8.1	8.5	7.9	5.7	6.5	5.6	5.2					
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	4,080 5.6		4,080 5.6		5,180 7.1		5,180 7.1										
AVERAGE AUDIENCE (Households (000) & %)	3,280 4.5		3,350 4.6		4,450 6.1		4,300 5.9										
SHARE OF AUDIENCE %	16		17		22		20										
AVG. AUD. BY ¼ HR. %	4.3	4.7	4.4	4.8	5.8	6.4	5.9	5.8									
<b>2</b>																	
<b>TV HOUSEHOLDS USING TV WK 1</b>	28.6	29.2	28.4	29.8	30.0	30.6	31.0	31.3	31.8	32.4	32.0	33.0	33.6	33.8	34.2	34.4	
<b>(See Def. 1) WK 2</b>	27.7	28.4	27.8	26.7	26.7	28.1	28.8	29.1	28.5	28.7	29.1	27.8	27.3	28.2	29.1	30.4	

U.S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-27

(1) "SPECIAL REPORT: HUMPHREY", NBC, (11:52-12:07PM)(SUS.).

(2) "RED HAND GANG", NBC, (12:30-12:40PM)

(3) "SPECIAL REPORT: HUMPHREY", NBC, (12:40-1:00PM)(SUS.).

(4) "NBC JR. HALL OF FAME", NBC, (11:28-11:30AM)(SUS.).

DAY SAT. JAN. 21, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 14, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			12,320 16.9						18,520 25.4							6,930 9.5	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			7,510 22 *						10,640 26 *							5,690 14	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			7.9* 8.0						11.4* 11.8							7.8 8.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			5,100 7.0				11,080 15.2									12,250 16.8	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)			3,430 4.7				5,470 7.5									10,720 14.7	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			13 4.4				17 6.1									26 14.6	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,230 15.4											7,070 9.7	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					5,250 7.2		7,070 9.7									6,340 8.7	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					16 7.0		18 * 7.0									15 8.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	11,150 15.3						16,990 23.3						12,100 16.6				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	6,560 9.0						9,620 13.2						7,220 9.9				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	25 7.2						30 11.4						20 11.5				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	7,360 10.1						12,470 17.1									10,570 14.5	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	3,790 5.2						7,070 9.7									9,330 12.8	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	16 4.6						23 7.5									24 12.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,860 14.9											8,380 11.5	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					4,960 6.8		7,070 9.7									7,580 10.4	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					16 5.8		18 * 6.8									19 10.7	
TV HOUSEHOLDS USING TV WK 1		35.4	36.1	36.0	37.0	38.3	40.4	42.4	43.8	44.5	46.0	46.8	48.3	51.0	54.1	56.0	56.9	
(See Def. 1)		31.4	32.2	33.1	34.4	36.3	37.5	39.5	40.5	42.6	44.0	45.3	46.4	50.5	52.6	53.6	55.2	

U.S. TV Households: 72,900,000

A-29

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

\* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

DAY SAT. JAN. 21, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 15, 1978

NATIONAL WEEKEND TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 7	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 8	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 9	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 10	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 11	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 12	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 13	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 14	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 15	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 16	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 17	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 18	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 19	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 20	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 21	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 22	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 23	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 24	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 25	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 26	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 27	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 28	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 29	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 30	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 31	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 32	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 33	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 34	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 35	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 36	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 37	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 38	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 39	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 40	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 41	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 42	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 43	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 44	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 45	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 46	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 47	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 48	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 49	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 50	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 51	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 52	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 53	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 54	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 55	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 56	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 57	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 58	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 59	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 60	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 61	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 62	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 63	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 64	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 65	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 66	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 67	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 68	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 69	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 70	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 71	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 72	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 73	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 74	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 75	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 76	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 77	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 78	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 79	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 80	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 81	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 82	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 83	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 84	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K																		



U  
A-33

(OP) See Other Programs Section: Page A-36

□ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION

DAY SUN. JAN. 22, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 15, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>1</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)		9,190 12.6	15,020 20.6														
AVERAGE AUDIENCE (Households (000) & %)		8,600 11.8	9,040 12.4														
SHARE OF AUDIENCE %		30	28														
AVG. AUD. BY ¼ HR. %	14.9	11.8	11.4	12.4	13.7	13.9	12.0	11.1									
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					9,550 13.1		26,540 36.4						31,350 43.0	44,470 61.0			
AVERAGE AUDIENCE (Households (000) & %)					8,380 11.5		16,180 22.2						30,690 42.1	34,410 47.2			
SHARE OF AUDIENCE %					26		45						69	67			
AVG. AUD. BY ¼ HR. %	8.5	9.6	10.7	11.4	11.3	11.6	14.1	16.3	20.6	22.9	27.1	32.0	42.1	44.9	46.5	47.1	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	11,660 16.0															4,960 6.8	
AVERAGE AUDIENCE (Households (000) & %)	5,180 7.1															4,010 5.5	
SHARE OF AUDIENCE %	16															8	
AVG. AUD. BY ¼ HR. %	5.6	6.7	6.9	6.5	6.8	7.0	7.0	8.2	9.2						5.1	5.9	
<b>W</b>																	
<b>E</b>																	
<b>K</b>																	
<b>2</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)		6,050 8.3	14,140 19.4						15,160 20.8								
AVERAGE AUDIENCE (Households (000) & %)		5,900 8.1	7,360 10.1						7,650 10.5								
SHARE OF AUDIENCE %		22	24						22								
AVG. AUD. BY ¼ HR. %	10.5	8.1	9.0	9.2	10.9	10.2	10.2	11.0	9.7	10.4	11.1	11.1	10.7	10.8	10.1	10.4	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					4,740 6.5		16,550 22.7									8,890 12.2	
AVERAGE AUDIENCE (Households (000) & %)					3,650 5.0		7,360 10.1									9,620 13.2	
SHARE OF AUDIENCE %					13		22									24	
AVG. AUD. BY ¼ HR. %	6.8	7.1	7.5	8.0	4.7	5.2	8.8	8.7	9.1	8.9	9.3	9.6	11.1	11.0	12.4	13.2	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					13,120 18.0											10,720 14.7	
AVERAGE AUDIENCE (Households (000) & %)					6,420 8.8											9,040 12.4	
SHARE OF AUDIENCE %					21											22	
AVG. AUD. BY ¼ HR. %	6.3	7.3	7.7	7.4	7.0	8.0	7.6	9.0	9.6	10.1	11.2	13.0			12.1	12.7	
<b>TV HOUSEHOLDS USING TV WK 1</b>	43.8	44.1	45.2	46.8	48.8	49.8	50.1	51.6	52.5	53.7	56.0	58.9	63.2	66.3	67.3	67.6	
<b>(See Def. 1) WK 2</b>	37.5	38.1	38.8	39.2	39.7	40.8	42.8	44.4	44.2	45.4	46.9	48.9	52.5	55.6	57.5	59.4	

U.S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1						WEEK 2					
			TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE	
EVENING MONDAY														
ABC 11.30-12.37AM POLICE STORY-MON 12.00- 1.07AM		11.30 11.45 12.00 12.15 12.30 12.45 1.00	7,140 9.8	4,880	6.7 7.4* 6.3*	25 24*	7.7 7.1 6.6 6.0 5.6	7,290	10.0	5,390	7.4 7.7* 7.4* 32 30*	7.6 7.7 7.4 7.3 6.6		
EVENING TUESDAY														
ABC 11.30- 1.09AM TUESDAY MOVIE OF THE WEEK 11.30-12.37AM		11.30 11.45 12.00 12.15 12.30 12.45 1.00	5,980 8.2	3,210	4.4 5.7* 4.1* 3.8*	18 18* 17* 20*	6.5 5.0 4.2 4.0 3.8 3.7 3.3	6,560	9.0	4,520	6.2 7.0* 5.7* 21 21*	7.7 6.3 6.1 5.3 4.9		
EVENING WEDNESDAY														
ABC 11.30-12.33AM POLICE STORY-WED  11.30-12.36AM		11.30  11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30	7,220 9.9	5,180	7.1 7.4* 6.8* 3.9 4.4* 3.7*	26 24* 27* 24 23* 26*	7.6 7.2 6.9 6.7 6.2 4.8 4.1 3.8 3.5 3.1	7,360	10.1	5,100	7.0 7.6* 6.7* 22 20* 22*	7.9 7.3 6.8 6.6 5.8 3.9 3.2 3.1 3.3 3.2		
ABC 12.33- 1.37AM WED. MYSTERY OF THE WEEK 12.36- 1.36AM		12.30 12.45 1.00 1.15 1.30	4,010 5.5	2,840	3.9 4.4* 3.7*	24 23* 26*	4.8 4.1 3.8 3.5 3.1	3,280	4.5	2,410	3.3 3.5* 3.2* 22 20* 22*	3.9 3.2 3.1 3.3 3.2		
EVENING THURSDAY														
ABC 11.30-12.35AM STARKY AND HUTCH-11:30 11.30-12.36AM		11.30 11.45 12.00 12.15 12.30	7,360 10.1	5,180	7.1 7.2* 7.0*	25 23* 27*	7.5 6.8 7.0 7.1 6.5	8,160	11.2	6,270	8.6 8.5* 8.8* 29 25* 32*	8.4 8.6 8.9 8.6 8.0		
ABC 12.35- 1.17AM TOMA 12.36- 1.45AM		12.30 12.45 1.00 1.15 1.30	4,370 6.0	3,650	5.0 5.1*	29 27*	5.2 5.0 4.9 4.5	5,690	7.8	4,160	5.7 6.2* 5.6* 33 29* 35*	6.3 6.1 5.7 5.5 5.0		
EVENING FRIDAY														
ABC 12.00- 1.07AM BARETTA-11:30PM 11.30-12.37AM		11.30 11.45 12.00 12.15 12.30	5,470 7.5	3,860	5.3 5.6*	19 18*	5.6 5.6 5.1	8,380	11.5	6,270	8.6 8.4* 8.9* 23 20* 26*	8.2 8.6 8.9 9.0 8.0		
CONT'D														



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2					
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	
EVENING FRIDAY CONT'D														
	ABC	12.00-	1.07AM BARETTA-11:30PM-CONT'D	12.45			5.1*	20*	5.1					
				1.00					4.8					
	NBC	1.00-	2.30AM MIDNIGHT SPECIAL	1.00	3,570	4.9	1,900	2.6	18	5,690	7.8	2,920	4.0	24
				1.15			3.0*	17*	3.2			4.9*	23*	5.2
				1.30					2.9					4.6
				1.45			2.6*	19*	2.6			3.9*	24*	4.1
				2.00					2.6					3.7
				2.15			2.1*	19*	2.3			3.1*	24*	3.5
									1.9					2.6
EVENING SATURDAY														
	ABC	9.58-	9.59PM ABC NEWSBRIEF-SAT.	8.45						14,070	19.3	14,070	19.3	31
		8.58-	8.59PM	9.45	15,670	21.5	15,670	21.5	35					19.3
	ABC	11.00-	11.15PM ABC WEEKEND NEWS-SATURDAY	11.00	6,780	9.3	6,630	9.1	18	6,850	9.4	6,850	9.4	18
	CBS	8.58-	8.59PM NEWSBREAK-SAT.	8.45	14,220	19.5	14,220	19.5	31	11,590	15.9	11,590	15.9	26
	CBS	10.00-	11.34PM SUPER NIGHT AT-SUPER BOWL(S)	11.00	FOR RTGS SEE PAGE A-12				18.4					15.9
				11.15			18.3*	36*	18.2					
				11.30					18.5					
	NBC	8.58-	8.59PM NBC NEWS UPDATE-SAT.	8.45	11,010	15.1	11,010	15.1	24	10,500	14.4	10,500	14.4	23
									15.1					14.4
NBC 11.30- 1.00AM OFF HOLLYWOOD(S)				11.30	9,260	12.7	4,230	5.8	18					
				11.45			6.7*	17*	7.0					
				12.00					6.4					
				12.15			6.3*	20*	6.4					
				12.30					6.2					
				12.45			4.5*	18*	5.1					
NBC 11.30-12.52AM SATURDAY NIGHT				11.30					3.8	10,720	14.7	7,360	10.1	30
				11.45								11.1*	29*	11.2
				12.00										11.0
				12.15								10.0*	30*	10.1
				12.30										9.9
				12.45								8.9*	30*	9.0
EVENING SUNDAY														8.6
	ABC	7.58-	7.59PM ABC MINUTE MAGAZINE	7.45	6,710	9.2	6,710	9.2	13	10,280	14.1	10,280	14.1	20
	ABC	8.58-	8.59PM ABC NEWSBRIEF-SUN.	8.45	10,790	14.8	10,790	14.8	20	16,110	22.1	16,110	22.1	31
	CBS	10.47-	11.47PM 60 MINUTES	11.45	FOR RTGS SEE PAGE A-14				20.4					22.1
	CBS	10.45-	10.46PM NEWSBREAK-SUN.	8.45						13,560	18.6	13,560	18.6	26
		8.57-	8.58PM	10.45	20,560	28.2	20,560	28.2	47					18.6
	CBS	10.17-	10.47PM ALL IN THE FAMILY	10.45	FOR RTGS SEE PAGE A-14				28.8					
	CBS	9.53-	10.17PM SUPER BOWL XII POST(S)	9.45	31,270	42.9	27,050	37.1	54					
				10.15					40.9					
	NBC	8.58-	8.59PM NBC NEWS UPDATE-SUN.	8.45	8,460	11.6	8,460	11.6	16	18,590	25.5	18,590	25.5	36
		8.55-	8.56PM						11.6					25.5



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM				QUARTER HOUR	WEEK 1					WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY																	
ABC	9.58-	9.59PM	ABC NEWSBRIEF-M-F	M-F	8.45	14,360	19.7	14,360	19.7	29	19.5	14,220	19.5	14,220	19.5	29	19.5
				M-TH	9.45						19.9						20.1
					10.15												18.3
CBS	8.58-	8.59PM	NEWSBREAK-M-F	M-F	8.45	11,740	16.1	11,740	16.1	24	16.6	11,450	15.7	11,450	15.7	23	14.7
					9.15						14.0						19.7
					9.30						16.6						
CBS	1.15-	2.15AM	LATE MOVIE II	TUWF	12.00							5,830	8.0	4,370	6.0	31	8.0
					12.15										7.7*	23*	7.5
					12.30	4,670	6.4	3,650	5.0	32	6.0						6.5
					12.45				6.0*	27*	6.0				6.5*	28*	6.3
					1.00						5.9						6.3
					1.15				5.7*	35*	5.0				6.0*	34*	5.7
					1.30						4.8						5.1
					1.45				4.9*	35*	4.5				5.6*	34*	5.4
					2.00						4.1						5.2
					2.15				3.9*	35*	3.8						
					2.30						3.1						
NBC	8.58-	8.59PM	NBC NEWS UPDATE-M-F	M-F	8.45	11,810	16.2	11,810	16.2	23	17.9	14,140	19.4	14,140	19.4	28	20.2
					9.00						13.2						

NBC 11.30-12.45AM TONIGHT SHOW	M-F	9.00						14.2						16.4	
		1.00												4.2	
		1.15												4.3	
NBC 1.00- 1.45AM TOMORROW SHOW	M-TH	1.45										1.9*	17*	1.6	
		2.00												1.1	
DAY MONDAY-FRIDAY															
ABC 4.30- 5.30PM ABC AFTERSCHOOL SPECIAL(S)	WED.	4.30	9,910	13.6	7,290	10.0	25	8.8							
		4.45				9.2*	24*	9.6							
		5.00						10.6							
		5.15				10.8*	25*	10.9							
CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS	M-F	11.45	4,960	6.8	4,590	6.3	24	6.3	5,250	7.2	4,880	6.7	24	6.7	
CBS 2.30- 3.30PM GUIDING LIGHT	M-F	3.30						8.3							
		3.45				7.9*	23*	7.5							
CBS 3.30- 4.00PM ALL IN THE FAMILY M-F	M-F	2.30							8,380	11.5	7,290	10.0	28	9.4	
		2.45												9.6	
CBS 4.00- 4.30PM ALL IN THE FAMILY M-F(B)	THU.	4.00	4,880	6.7	4,010	5.5	15	5.2							
		4.15						5.8							
CBS 5.00- 6.00PM PHOENIX OPEN GOLF-MON.(S)	MON.	5.00							9,190	12.6	5,610	7.7	17	6.8	
		5.15										6.9*	16*	6.9	
		5.30												8.1	
		5.45										8.5*	18*	9.0	
NBC 1.00- 1.30PM FOR RICHER, FOR POORER(B)	MON.	1.00							1,680	2.3	1,390	1.9	6	1.8	
		1.15												2.0	



				WEEK 1					WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY CONT'D																	
NBC		4.00- 5.00PM	SPECIAL TREAT(S)	TUE.	4.00 4.15 4.30 4.45	8,750	12.0	6,270	8.6 8.2* 9.0*	21 21* 22*	8.3 8.2 8.9 9.0						
DAY SATURDAY																	
ABC		8.55- 8.59AM	SCHOOLHOUSE ROCK- 8.55AM		8.45	5,540	7.6	4,520	6.2	35	6.2	4,230	5.8	3,650	5.0	29	5.0
ABC		10.25-10.29AM	SCHOOLHOUSE ROCK-10.25AM		10.15	7,220	9.9	6,420	8.8	34	8.8	7,510	10.3	6,850	9.4	34	9.4
ABC		10.55-10.59AM	SCHOOLHOUSE ROCK-10.55AM		10.45	8,380	11.5	7,510	10.3	37	10.3	7,000	9.6	6,120	8.4	31	8.4
ABC		11.55-11.59AM	SCHOOLHOUSE ROCK-11.55AM		11.45	5,540	7.6	5,180	7.1	24	7.1	5,980	8.2	5,470	7.5	28	7.5
CBS		8.26- 8.29AM	IN THE NEWS- 8.26AM		8.15	2,480	3.4	2,330	3.2	25	3.2	2,480	3.4	2,330	3.2	24	3.2
CBS		8.56- 8.59AM	IN THE NEWS- 8.56AM		8.45	4,080	5.6	3,650	5.0	27	5.0	4,080	5.6	3,720	5.1	28	5.1
CBS		9.56- 9.59AM	IN THE NEWS- 9.56AM		9.45	7,580	10.4	7,510	10.3	39	10.3	8,020	11.0	7,950	10.9	41	10.9
CBS		10.26-10.29AM	IN THE NEWS-10.26AM		10.15	8,530	11.7	7,950	10.9	41	10.9	9,330	12.8	8,600	11.8	42	11.8
CBS		10.56-10.59AM	IN THE NEWS-10.56AM		10.45	6,630	9.1	6,420	8.8	31	8.8	7,650	10.5	7,220	9.9	36	9.9
CBS		11.26-11.29AM	IN THE NEWS-11.26AM		11.15	9,550	13.1	8,820	12.1	41	12.1	7,650	10.5	7,070	9.7	34	9.7
CBS		11.56-11.59AM	IN THE NEWS-11.56AM		11.45	8,820	12.1	8,240	11.3	38	11.3	6,120	8.4	5,540	7.6	28	7.6
CBS		12.26-12.29PM	IN THE NEWS-12.26PM		12.15	6,780	9.3	6,270	8.6	28	8.6	5,900	8.1	5,540	7.6	27	7.6
CBS		12.56-12.59PM	IN THE NEWS-12.56PM		12.45	7,510	10.3	7,220	9.9	32	9.9	5,610	7.7	5,390	7.4	25	7.4
CBS		1.26- 1.29PM	IN THE NEWS- 1.26PM		1.15	6,200	8.5	5,690	7.8	24	7.8	5,180	7.1	4,810	6.6	23	6.6
CBS		1.56- 1.59PM	IN THE NEWS- 1.56PM		1.45	5,540	7.6	5,320	7.3	22	7.3	4,160	5.7	3,720	5.1	18	5.1
NBC		11.00-11.05AM	THUNDER		11.00	3,350	4.6	2,840	3.9	14	3.9						
DAY SUNDAY																	
ABC		10.55-10.59AM	SCHOOLHOUSE ROCK-10.55AM		10.45							3,060	4.2	2,920	4.0	17	4.0
ABC		11.55-11.59AM	SCHOOLHOUSE ROCK-11.55AM		11.45							2,920	4.0	2,840	3.9	16	3.9
CBS		9.26- 9.29AM	IN THE NEWS- 9.26AM		9.15	1,090	1.5	1,020	1.4	9	1.4	1,390	1.9	1,310	1.8	12	1.8
CBS		9.56- 9.59AM	IN THE NEWS- 9.56AM		9.45	1,390	1.9	1,390	1.9	11	1.9	1,680	2.3	1,600	2.2	13	2.2
CBS		3.56- 4.06PM	PHOENIX OPEN HIGHLIGHTS(S)		3.45 4.00 4.30	7,440	10.2	7,870	10.8	25	10.9 10.8						
CBS		4.00- 4.36PM	GRAND SLAM TENNIS-SUN 1(S)		4.30												
CBS		4.36- 6.50PM	GRAND SLAM TENNIS-SUN 2(S)		6.45												
NBC		1.00- 3.09PM	NCAA BASKETBALL GAME-SUN.		3.00												
						FOR RTGS SEE PAGE A-32					4.9	FOR RTGS SEE PAGE A-35					
															12.5*	23*	12.9

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U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A-32



## LATE FRINGE FOOTNOTES FOR PAGES A-16 &amp; A-17

- (1) "HUBERT HUMPHREY OBITUARY", ABC, FRI., (11:30-12:00MD)(SUS.).
- (2) "CBS NEWS SPECIAL: H. H. HUMPHREY", CBS, FRI., (11:30-12:00MD)(SUS.).
- (3) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).
- (4) "SPECIAL REPORT: HUMPHREY", NBC, FRI., (12:31-1:00AM)(SUS.).
- (5) FOR OTHER DAYS, SEE OP PAGES.

## MONDAY-FRIDAY DAYTIME (11-3) FOOTNOTES FOR PAGES A-20 &amp; A-21

- (1) "ABC NEWSBRIEF-1:58PM", ABC, (1:58-1:59PM)(SUS.).
- (2) "CARTER PRESS CONFERENCE", ABC, THU., (2:30-3:02PM)(SUS.).
- (3) "CARTER PRESS CONFERENCE", CBS, THU., (2:30-3:03PM)(SUS.).
- (4) "NBC NEWS UPDATE-11:58AM", NBC, (11:58-11:59AM)(SUS.).
- (5) "NBC NEWS UPDATE-12:58PM", NBC, (12:58-12:59AM)(SUS.).
- (6) LOCAL FILL, NBC, TUE., (1:00-1:30PM) NETWORK PREEMPTION.
- (7) "CARTER PRESS CONFERENCE", NBC, THU., (2:30-3:02PM)(SUS.).
- (8) "NBC NEWS UPDATE-2:58PM", NBC, (2:58-2:59PM)(SUS.).
- (9) "ALL IN THE FAMILY", CBS, MON., (2:30-3:00PM), FOR RATINGS, SEE OP PAGES.
- (10) "FOR RICHER, FOR POORER (B)", NBC, MON., (1:00-1:30PM), FOR RATINGS, SEE OP PAGES.
- (11) "HUBERT HUMPHREY FUNERAL", NBC, MON., (2:59-5:19PM)(SUS.).

## MONDAY-FRIDAY DAYTIME (3-7) FOOTNOTES FOR PAGES A-22 &amp; A-23

- (1) "CARTER PRESS CONFERENCE", ABC, THU., (2:30-3:02PM)(SUS.).
- (2) "CARTER PRESS CONFERENCE", CBS, THU., (2:30-3:03PM)(SUS.).
- (3) "GUIDING LIGHT", CBS, THU., (3:03-4:00PM), FOR RATINGS, SEE OP PAGES.
- (4) "ALL IN THE FAMILY", CBS, THU., (4:00-4:30PM), FOR RATINGS, SEE OP PAGES.
- (5) "CARTER PRESS CONFERENCE", NBC, THU., (2:30-3:02PM)(SUS.).
- (6) "NBC NEWS UPDATE-3:58PM", NBC, (3:58-3:59PM)(SUS.).
- (7) "HUBERT HUMPHREY FUNERAL", ABC, MON., (3:00-5:15PM)(SUS.).
- (8) "CBS SPECIAL REPORT", CBS, MON., (3:00-5:00PM)(SUS.).
- (9) "HUBERT HUMPHREY FUNERAL", NBC, MON., (2:59-5:19PM)(SUS.).

## SUNDAY DAYTIME (3-7) FOOTNOTES FOR PAGES A-34 &amp; A-35

- VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
- (1) "THE SUPERSTARS", ABC, (2:00-3:15PM).
  - (2) "ABC SPORTS MAGAZINE", ABC, (3:15-3:30PM).
  - (3) "SUPER BOWL XII-KICKOFF", CBS, (6:00-6:15PM)(S).
  - (4) "GRAND SLAM TENNIS POST", CBS, (6:50-7:00PM), FOR RATINGS, SEE OP PAGES(S).